

COURSE OUTLINE

ENTR-105 Business Plan Writing 1 Semester Hour

HOWARD COMMUNITY COLLEGE

Description

In this course the entrepreneur assembles the component parts of the business plan and completes the written document. The completion of this document prepares the entrepreneur for funding. The entrepreneur will create a plan which is a road map that includes goals for producing revenue and additional growth. Prerequisite: ENTR-104, ENTR-120 or ENTR 210. (1 hour weekly)

Overall Course Objectives

Upon completion of the business plan writing course the entrepreneur will be able to:

1. Define and write about the business idea.
2. Utilize a template in putting a Business Plan together.
3. Satisfactorily complete a comprehensive business plan which contains the requisite elements set forth by funding agencies.

Major Topics

Organization of the business plan components:

- I. Executive summary.
 - Summarize key items that stand on their own.
 - Draw the reader's attention.
- II. Company overview.
 - Type of business
 - Demographics
- III. Business environment.
 - Industry analysis
 - Target customer profile
- IV. Company description
 - Management team
- V. Financial review
 - Financial forecast
 - Cash flow
 - Income statement
 - Balance sheet
- VI. Company strategy
 - Business model
- VII. Action plan
 - Next steps
 - Benchmarks
 - Timeframes

Evaluation and Grading

Summary evaluation will be based on the student/entrepreneur's oral presentation or written summary and documented progress towards building a business.

Other

This course is a Business elective.