

# **COURSE OUTLINE**

## **ENTR-106**

### **Presenting the Business Plan**

1 Semester Hour

## **HOWARD COMMUNITY COLLEGE**

### **Description**

This course prepares the entrepreneur to describe the particular company and present the business plan to potential funding sources. The basic principles and techniques of presentation and practice with feedback are included. The entrepreneur will present the business plan to a jury that includes select members of the advisory board, faculty, and other students. Prerequisite: ENTR-104 or ENTR-105 or ENTR-120 or ENTR-210 (1 hour weekly)

### **Overall Course Objectives**

Upon completion of this course, the entrepreneur will be able to:

1. Exhibit skills required for an effective presentation.
2. Participate in a juried presentation of the business plan to a select group.
3. Analyze feedback and identify appropriate changes and solutions.

### **Major Topics**

- I. Knowing the audience
  - Preparation
- II. Effective presentation skills
  - Relaxation techniques
  - Connecting to the audience
- III. Speaking to the business plan
  - Knowing content
- IV. Evaluating and responding to feedback

### **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.