



## BUSINESS PLAN DEVELOPMENT — ENTR 1860

### A. Course Description

- **Credits:** 3.00
- **Lecture Hours/Week:** 3.00
- **Lab Hours/Week:** 0.00
- **OJT Hours/Week:** 0
- **Prerequisites:** None
- **Corequisites:** None
- **MnTC Goals:** None

This course will give the student all the necessary tools to create a business plan that gets results. The student will, during the course of the semester, create his or her own business plan, which is the main objective of the course. The business plan process will be broken down into five areas: vision, customers product/service, numbers, and team. Numerous business plans will be examined and good points and bad points will be examined in each. Students will also be given the opportunity to present their plans to the group in a safe setting and have them critiqued for clarity and effectiveness.

### B. Course Effective Dates: 8/15/04 – Present

### C. Outline of Major Content Areas

As noted on course syllabus

### D. Learning Outcomes

1. clearly define your product/service
2. create Bios of key advisers or Board members
3. create Bios of key employees
4. create a background on your company that gets readers interested
5. create a focused vision for your company
6. create a marketing plan for your company
7. create a mission statement for your business
8. create a sales plan for your company
9. create an Executive Summary as the presentation piece for your company
10. define a "living" business plan
11. define other targeted consumers of your product/service
12. define the necessary elements of a business plan

13. define your strategies for reaching your customers with your message
14. define your target demographic (customers)
15. determine the best format for your plan
16. prepare financials on your company
17. present a business plan to the class
18. present a complete Executive Summary to the class
19. present an "elevator-speech" on your company
20. understand the assets of your company and how to protect them
21. understand the entire sales process of your product/service
22. understand the financial concepts of start up costs, overhead, gross profit and gross margins
23. understand the importance of business plans and how they relate to success
24. understand the needs of customers

**E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

**F. Learner Outcomes Assessment**

As noted on course syllabus

**G. Special Information**

None noted