

Business Plan Development

Course: BES* K239 T1

CRN 13167

Class location: E212

Wed., 6:30 – 9:15PM

Syllabus

On-ground

Spring Semester 2015

Jim Toner

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Office Hours: Usually in Adjunct Office, D205; or in the classroom one hour prior to class time. Email if you wish an appointment.

Communication: Often I email the class via commnet to either give information, or reminders. Sometimes I may send an email to a student reminding them of a missed exam or assignment. Be sure to check commnet, and if I ask for a reply.....Please reply back.

Required Text: Small Business, An Entrepreneur's Business Plan by Hiduke and Ryan, 9th edition published by Cengage Learning. (ISBN-13: 978-1-285-16995-8).

Course Description:

Fundamental principles of Business Plan Development related to the business itself. Details of businesses, business startup, buying a business, buying a franchise will be learned. The use of a business plan to determine business feasibility and sensitivities will be discussed. The use of a business plan as a roadmap to compare

forecasts vs actuals for business direction decision making will be learned.

Rational:

The business entrepreneur's primary responsibility is to achieve the goals of the organization. This requires skills in decision-making and a mastery of the business plan, implementation, and control process. Managers must accomplish organizational goals through people. Therefore, managers need knowledge of and skills in motivation, communication, staffing, organizing, and managing a business. The intent of this course is to cover the basic concepts regarding business plans and to apply these concepts to practical situations.

Objectives:

1. To acquaint students with:
 - elements of business plans regarding businesses, and how to practically put the plan together to meet the business and entrepreneur's needs.
2. To assist students to further understand the:
 - attitudes, skills, and tools of management;
 - vocabulary and concepts used by managers.

Grades:

There will be 3 **exams** during the semester. (Two exams and one Final exam for a total of three exams) The exams will cover the text and supplemental material. For special situations, previously reported to the instructor, a make up exam will be given. No student can have more than 1 make up exam. **You are required to take all 3 exams.** The exams each count 10% for a total of 30% of your course grade.

Three one page papers will be required based on topics assigned. These assignments will count 10% each for a total of 30% of your grade.

You are required to write a Business Plan (in final form) for a business and present it to the class. The Business Plan and presentation is worth 31% of your course grade

Participation and Attendance will be worth 9% of your grade.

Attendance is crucial to the success of this course. Students are expected to attend all classes. Attendance will be taken for each class. Participation is very important both asking and answering questions.

Grading summary:

3 Exams (10% each)	30%
Three (1 page) Papers (10% each)	30%
The Business Plan assignments (6)	18%
The Final Business Plan (10%) and Presentation (3%)	13%
Participation and Attendance	9%

Academic Integrity:

Any student who cheats on an exam will receive a grade of ZERO for the exam, and be reported to the Division Director and the Academic Dean. Any subsequent cheating will result in a ZERO for the course and possible suspension from the College. With our online students, you will be expected to do your own work without collaboration with others. Online tests will be taken with the utmost integrity following all instructions provided. I will be walking in the aisles, and in front and back of the room.

Honor Code:

During this course all assignments (quizzes, written reports, & exams) will be the sole responsibility of the student. The student must adhere to a strict honor code and agree that all work is their own. Reports and exams are not to be collaborative efforts. Students must agree to write their own papers and take the exams according to the rules set fourth.

Procedure for Class Cancellation

The professor will notify the Academic Dean's office, will post a class cancelled notice on the classroom door, and if possible, and will e-mail all students of the cancellation.

Withdrawal Policy:

A student who finds it necessary to discontinue a course must complete a "Withdrawal Request Form" in the Registrar's office. Students may withdraw from class without the instructor's signature through the tenth week of class. The signature of a faculty member or advisor is required from the beginning of the eleventh week until the end of the thirteenth week. Students who do not withdraw, but stop attending class, take exams, and turn in assignments will be assigned

an "F" signifying a failing grade. Eligibility for a refund of tuition is based upon the date of withdrawal when received by the Registrar. Verbal withdrawals cannot be accepted.

Disabilities Statement:

If you have a hidden or visible disability which requires classroom or test-taking modifications, please see me as soon as possible. If you have not already done so, please be sure to register with the Disabled Student Counselor.

Digication Statement:

All students are required to maintain a learning portfolio in Digication that uses the (Three Rivers) college template.