

Business Plan Development

Course: BES* K239 T1

CRN 13566

Class location: E212

Fridays, 5:00 pm – 7:45 pm

Course of Study Outline

Spring Semester 2017

James O'Shea

Cell Phone: 860-334-2031

E-Mail: joshea@trcc.commnet.edu

OFFICE HOURS

Mondays 1 to 5 pm

Tuesdays 3:30 to 5:30 pm

Wednesdays 9-10:30 am and 2 to 5 pm

Fridays 2 to 5 pm

(or by 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. Details of businesses, business startup, buying a business, and buying a franchise will be learned. Students will develop a business plan to determine business feasibility and strategies. 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, and how to put a 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). 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.

Students will be required each week to complete the Action Steps in each chapter, which are the building blocks needed to create a business plan. This weekly assignment to complete the Action Steps will account for 30% of the final 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 30% of your course grade

Participation and Attendance will be worth 10% 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%
Weekly Action Steps Completion	30%
The Final Written Business Plan	30%
Participation and Attendance	10%

Course Outline

NOTE: *We will not be covering chapters 13 and 14, and you will not be quizzed on these chapters. However, you should read them if they are relevant to the development of your business plan.*

<u>WEEK NUMBERS</u>	<u>TOPICS</u>	CHAPTER #'s
1	INTRO TO THE COURSE (1-19)	
2	YOUR GREAT ADVENTURE (1-26)	1
3	SPOTTING TRENDS AND OPPORTUNITIES (2-2)	2
4	OPPORTUNITY SELECTION (2-9)	3
5	NO CLASS: PRESIDENT'S DAY BREAK (2-16)	
6	PROFILING CUSTOMERS/BEATING THE COMPETITION (2-23)	4 & 5
7	LOCATION AND DISTRIBUTION (3-2)	6
8	CONNECTING WITH AND ENGAGING CUSTOMERS (3-9)	7
9	SPRING BREAK: NO CLASS ON MARCH 16)	
10	START-UP CONCERNS AND FINANCIAL PROJECTIONS (3-23)	8
11	NO CLASS: GOOD FRIDAY (3-30)	
12	SHAKING THE MONEY TREE (4-6)	9
13	LEGAL CONCERNS/BUILDING A WINNING TEAM (4-13)	10 & 11
14	PROTECT YOUR BABY/PULL YOUR PLAN TOGETHER (4-20)	12 & 15
15	PRESENTATIONS OF BUSINESS PLANS (4-27)	
16	FINAL EXAM (5-4)	
17	PRESENTATIONS OF BUSINESS PLANS/FINAL EXAM REVIEW (5-12)	

NOTE WELL:

IMPORTANT DATES:

EXAM # 1

Friday, March 2, 2018

EXAM # 2

Friday, April 6, 2018

FINAL EXAM

Friday, May 5, 2018

BUSINESS PLAN PRESENTATIONS

Friday April 27 and Friday May 12, 2018

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 forth.

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. The last day to withdraw from classes and get a partial refund is January 30, 2018, and the last day to withdraw is Friday May 4, 2018.

Digication Statement:

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

DISABILITY POLICY STATEMENT:

If you have a disability that may affect your progress in this course, please meet with a Disability Service Provider (DSP) as soon as possible. Please note that accommodations cannot be provided until you provide written authorization from a DSP.

TRCC Disabilities Service Providers Counseling & Advising Office Room A-119	
Matt Liscum (860) 383-5240	<ol style="list-style-type: none">1. Physical Disabilities2. Sensory Disabilities3. Medical Disabilities4. Mental Health Disabilities
Chris Scarborough (860) 892-5751	Learning Disabilities ADD/ADHD Autism Spectrum