

## **LEARNING OUTCOMES:**

Upon completing requirements for this course, the student will be able to:

- Analyze the need for a business plan
- Analyze the sections of the business plan
- Demonstrate how to write the plan
- Demonstrate how to find assistance in preparing the business plan

## **OUTLINE OF INSTRUCTION:**

- I. Entrepreneurs and Entrepreneurship
  - A. Understanding entrepreneurs and entrepreneurship
  - B. The free-enterprise system
  - C. What is a small business
  
- II. Pathways to Success: Processes and Instruments
  - A. Feasibility analysis
  - B. What is a business plan
  - C. Business plan components
  
- III. Creating Business from Opportunity
  - A. What sort of business do you want
  - B. The business opportunity decision process
  - C. Your competitive advantage
  
- IV. Exploring Your Market
  - A. Markets and marketing defined
  - B. Research prepares you for success
  - C. Which segment of the market will you target
  
- V. Developing the Marketing Mix and Plan
  - A. The marketing mix
  
- VI. Smart Selling and Effective Customer Service
  - A. The sales call
  - B. Creating a sales force
  - C. Customer relationship management systems

- VII. Understanding and Managing Start-Up, Fixed, and Variable Costs
  - A. Start-up investment
  - B. Fixed and variable costs
  
- VIII. Using Financial Statements
  - A. Scorecards for the entrepreneur
  - B. The balance sheet
  - C. Financial ratio analysis
  
- IX. Cash Flow and Taxes
  - A. Cash flow statement
  - B. Capital budgeting and cash flow
  - C. Taxes
  
- X. Financing Strategy and Tactics
  - A. What is the best type of financing
  - B. Debt financing
  - C. Equity financing
  
- XI. Addressing Legal Issues and Managing Risk
  - A. Contracts
  - B. Commercial law and the entrepreneur
  - C. Protecting intangible and tangible assets
  
- XII. Operating for Success
  - A. The production-distribution chain
  - B. Supply chain management
  - C. Facilities, location, and design
  
- XIII. Management, Leadership, and Ethics