

SAN DIEGO COMMUNITY COLLEGE DISTRICT  
CONTINUING EDUCATION  
COURSE OUTLINE

**SECTION I**

**SUBJECT AREA AND COURSE NUMBER**

BUSN 545

**COURSE TITLE**

DEVELOPING A BUSINESS PLAN

**TYPE COURSE**

NON-FEE

VOCATIONAL

**CATALOG COURSE DESCRIPTION**

This capstone course covers all aspects of developing a comprehensive business plan, including the elements of a winning business plan, structure, format, content, and appearance. Emphasis is placed on critical evaluation of sample business plans as well as student completion of a business plan for their specific area of interest. (FT)

**LECTURE HOURS**

**LABORATORY HOURS**

3 hours per week  
(for 9 weeks or a minimum of 27 hours)

**ADVISORY**

Completion of BUSN 540, 541, 542, 543, 544 or previous development of a business plan which requires revision or upgrading.

**RECOMMENDED SKILL LEVEL**

NONE

**INSTITUTIONAL STUDENT LEARNING OUTCOMES**

1. Social Responsibility  
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication  
SDCE students demonstrate effective communication skills.

### INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

3. Critical Thinking  
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development  
SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self advocacy skills to cope with changing situations in their lives.

### COURSE GOALS

The goal of this course is to provide a structured approach for actively developing a comprehensive business plan.

### COURSE OBJECTIVES

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

1. Critically evaluate sample business plans and identify strengths and weaknesses.
2. Develop an organizational plan and description for a business.
3. Complete an effective, comprehensive business plan which contains all necessary elements.

## **SECTION II**

### COURSE CONTENT AND SCOPE

1. What Investors and/or Lenders Look for in a Business Plan
2. Anatomy of a Winning Business Plan - What Does it Consist Of?
3. Using the Perspective of the Investor/Lender in Developing Your Plan
4. Business Plans That Turn Lenders/Investors On vs. Plans That Turn Them Off
5. The Right Appearance/Image for Your Business Plan
6. Developing a Business Description and Organizational Plan
7. Pulling Together the Elements of a Comprehensive Business Plan
  - 7.1. Cover, title page, table of contents
  - 7.2. Executive summary
  - 7.3. The organizational plan
    - 7.3.1. Business description
    - 7.3.2. Business and personal goals and objectives
    - 7.3.3. Personnel plan
    - 7.3.4. Reporting and control systems
    - 7.3.5. Insurance plan
  - 7.4. The marketing plan
    - 7.4.1. Market potential and influences
    - 7.4.2. Demographics
    - 7.4.3. Competition

COURSE CONTENT AND SCOPE (CONTINUED)

- 7.4.4. Customers
- 7.4.5. Advertising plan
- 7.4.6. Sales policy
- 7.4.7. Pricing
- 7.5. The financial plan
  - 7.5.1. Balance sheet
  - 7.5.2. Operating forecast
  - 7.5.3. Cash flow projections
  - 7.5.4. Break-even projection
- 7.6. Appendices
  - 7.6.1. Management resumes
  - 7.6.2. Organizational charts
  - 7.6.3. Other important documentation
- 8. Editing Your Business Plan
- 9. The Ideal Format

APPROPRIATE READINGS

NONE

WRITING ASSIGNMENTS

NONE

OUTSIDE ASSIGNMENTS

NONE

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

NONE

EVALUATION

Students will be evaluated on their ability to critically analyze sample business plans and identify strengths and weaknesses; develop a business description and organizational plan; and complete a comprehensive business plan which contains all required elements.

METHOD OF INSTRUCTION

The primary methods of instruction will be lectures, guest speakers, student presentations, small group analysis, films, class discussions, and field trips.

TEXTS AND SUPPLIES

There is no text. However, the instructor will provide a class syllabus, handouts, Small Business Administration materials, and sample business plans.

PREPARED BY Linda Scott DATE 10/92

REVISED BY Instructional Services/SLO's Added DATE March 6, 2014

REVISED BY \_\_\_\_\_ DATE \_\_\_\_\_

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100  
California Community Colleges, Title 5, Section 55002  
Continuing Education Catalog