



**EFFECTIVE: SEPTEMBER 2002**

**CURRICULUM GUIDELINES**

**A:** Division: **Instruction** Date: **November 2001**  
**B:** Department/ **Commerce & Business Admin.** New Course  Revision   
 Program Area: **New Venture Management**  
 If Revision, Section(s) Revised: **H**  
 Date Last Revised: **1998-10: B,H**  
**1996-09:**

**C: BUSN 254 D: Business Planning for New Ventures E: 3**

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> Calendar Description: This course provides students with a practical approach in preparing and presenting a comprehensive business plan. Topics include: identifying key business plan components, business plan development, developing key worksheets and support documents, packaging and presentation techniques, and examining common misconceptions in business planning.		
<b>G:</b> Allocation of Contact Hours to Types of Instruction/Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 3 Hrs.</b> <b>Seminar: 1 Hr.</b> <b>Total: 4 Hrs.</b> Number of Weeks per Semester:  <b>15 Weeks X 4 Hrs per week = 60 Hrs.</b>	<b>H:</b> Course Prerequisites:  Effective September 2002, English 12 with a grade of "C" or better.	
	<b>I:</b> Course Corequisites:  nil	
	<b>J:</b> Course for which this Course is a Prerequisite:  nil	
	<b>K:</b> Maximum Class Size:  35	
<b>L:</b> PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: Requested <input type="checkbox"/> Granted <input type="checkbox"/> SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ( <a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a> )		

**M:** Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

1. outline the basic components of a business plan;
2. develop pro-forma financial schedules using computerized spreadsheets;
3. develop a business plan utilizing proper packaging techniques;
4. identify common misconceptions in business planning;
5. demonstrate effective business plan presentation techniques.

**N:** Course Content

1. Business Plan Introduction
  - C importance of a business plan
  - C basic elements of business planning
  - C modular presentation techniques
2. Business Plan Components
  - C preparing corporate identity and mission statements
  - C describing the company and its product
  - C developing a marketing plan
    - i) market study
    - ii) marketing game plan
    - iii) monetary market reaction
  - C developing a financial plan
    - i) balance sheet
    - ii) income statement
    - iii) cash flow projection
  - C identifying team members
    - i) organization
    - ii) operating management
    - iii) incentive plans
  - C preparing appendices
    - i) summation
    - ii) important supplementary data
  - C preparing an executive summary

- 3. Presenting a Business Plan
  - C covering letter
  - C writing style and format
  - C packaging and presentation
  - C effective support tools
    - i) spreadsheet programs
    - ii) desktop publishing
    - iii) corporate videos
  
- 4. Common Misconceptions in Business Planning
  - C real cost of money
  - C staffing costs
  - C market entry problems
  - C supplier dependence
  - C lack of identity
  - C fad businesses

**O:** Methods of Instruction

Lectures, seminar discussions, case studies, guest lectures on business planning

**P:** Textbooks and Materials to be Purchased by Students:

Kapron, Juille. BIZPLAN BUILDER, Latest Edition. ITP Publishing.

**Q:** Means of Assessment

Midterm Examination	20%
Group Project	15%
Business Plan	25%
Final Examination	30%
Participation	<u>10%</u>
	<u>100%</u>

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

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Course Designer(s): **B. Villeneuve/L. Mackenzie**

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Education Council/Curriculum Committee  
Representative

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Dean/Director: **Jim Sator**

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Registrar: Trish Angus

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