



EFFECTIVE: JANUARY 2009
CURRICULUM GUIDELINES

A. Division: **Instruction** Effective Date: **January 2009**

B. Department / **Commerce & Business Admin.** Revision New Course
Program Area: **New Venture Management**

If Revision, Section(s) **H**
Revised:
Date of Previous Revision: **September 2004**
Date of Current Revision: **August 2008**

C: **BUSN 2254** **D:** **Business Planning for New Ventures** **E:** **3**
Subj0 1 .3 523.568 18.02 13535

M: Course Objectives / Learning Outcomes

The student will 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
 - importance of a business plan
 - basic elements of business planning
 - modular presentation techniques
2. Business Plan Components
 - preparing corporate identity and mission statements
 - describing the company and its product
 - developing a marketing plan

lack of identity
fad businesses

O: Methods of Instruction