CENTRAL TEXAS COLLEGE  
BUSG 1371  
ENTREPRENEURSHIP AND BUSINESS PLAN DEVELOPMENT

Semester Hours Credit: 3

INSTRUCTOR: ________________________________

OFFICE HOURS: ______________________________

I. INTRODUCTION

a. Development and presentation of a plan to create or expand a business. This course provides the student with an opportunity to develop and demonstrate a mastery of the essential competencies required for business opportunity analysis, the development of a marketing concept and the development of a business financial plan. Students will prepare a business plan for a business that they want to develop or expand.

b. BUSG 1371 is the required CAPSTONE course in the Entrepreneurship certificate program and may be taken as an elective in the Business Management and Marketing and Sales Management degree and certificate programs.

c. This course is occupationally related and serves as preparation for career as an entrepreneur or in general business management.

d. Prerequisites: BUSG 2309 Small Business Management or Department Chair approval.

e. Alphanumeric coding used throughout this syllabus denotes integration of the Secretary=s Commission on Achieving Necessary Skills (SCANS) occupational competencies (CA, B, C1, 2, etc) and foundation skills (C1-2, B, FA, etc) for this course. The instructor will ensure the designated SCANS competencies and skills are addressed in the course. A detailed description of each competency/skill is contained in AA SCANS Report for America 2000,Executive Summary, furnished separately.

II. LEARNING OUTCOMES

Upon successful completion of this course, BUSG 1371, the student will be able to:

a. Create a personal vision statement. Evaluate your willingness and desire to be a successful entrepreneur.

b. Create a business concept statement. Determine and conduct appropriate research activities to evaluate business opportunities, define a business concept and determine the
feasibility of implementing that concept

c. Create a marketing plan. Conduct research on your chosen product/service and its relation to the industry, competition, and other market considerations.
d. Create a Financial Plan. Project the financial situation of your business concept including needed start-up funds, pricing strategies, and sources of financing using break-even analysis, basic cash accounting systems, and financial ratios Select a source(s) of capital for a business startup
e. Write a management vision statement. Determine the organizational and management style and structure for the business
f. Create the Business Plan. Research, develop, and write a Business Plan, incorporating all the elements needed for a start-up venture.
g. Present the business plan. Imagine that you have been selected to present your concept on the Shark Tank show and prepare an oral presentation accordingly.

A. The following SCANS competencies and foundation skills will be covered in this course:

1. Competencies
   1 Resources
      (1) Time (CA 1)
      (2) Money (Budget) (CA 2)
      (3) Materials/Facilities (CA 3)
      (4) Human Resources (CA 4)
   2 Interpersonal Skills
      (1) Team Work (CB 1)
      (2) Teaches Others (CB 2)
      (3) Serves Customer (CB 3)
      (4) Leadership (CB 4)
      (5) Negotiates (CB 5)
      (6) Cultural Diversity (CB 6)
   3 Information
      (1) Acquires/Uses (CC 1)
      (2) Organizes/Maintains (CC 2)
      (3) Interprets/Communicate (CC 3)
      (4) Uses Computer (CC 4)
   4 Systems
      (1) Understands (CD 1)
      (2) Monitors/Corrects (CD 2)
      (3) Improves/Designs (CD 3)
   5 Technology
      (1) Selects Tools/Equipment (CE 1)
      (2) Applies Technology (CE 2)
      (3) Maintains/Troubleshoots (CE 3)

2. Foundation Skills
   1 Basic Skills
      (1) Reading (FA 1)
      (2) Writing (FA 2)
III. INSTRUCTIONAL MATERIALS

The instructional materials identified for this course are viewable through www.ctcd.edu/books

IV. COURSE REQUIREMENTS

1. Reading and viewing assignment: Read text assignments, review the suggested websites, and review the supplemental internet videos and review supplemental materials as appropriate. Conduct additional research as considered necessary to complete the Business Plan for your particular circumstances. (FA1 & 5, CC3)

2. Create a personal evaluation and personal vision for a business concept. (FA2, FA3, FA4, CA1, CA2, CB5, CC1, CC2, CC3, CE1&2, CD1-3). This will demonstrate the competencies to meet the course objective as stated in the course outline.

3. Create a business concept statement (FA2, FA3, FA4, CA1, CA2, CB5, CC1, CC2, CC3, CE1&2, CD1-3). This will demonstrate the competencies to meet the course objective as stated in the course outline.

4. Create a marketing plan (FA2, FA3, FA4, CA1, CA2, CB5, CC1, CC2, CC3, CE1&2, CD1-3) that defines the product or service of the business that evaluates the competition and summarizes the market analysis and market penetration.

5. Create a financial plan (FA2, FA3, FA4, CA1, CA2, CB5, CC1, CC2, CC3, CE1&2, CD1-3) that projects the capital costs, start-up costs and ongoing revenues and expenses of the business.

6. Create a management statement (FA2, FA3, FA4, CA1, CA2, CB5, CC1, CC2, CC3, CE1&2, CD1-3) that summarizes the organizational structure and practices of the business.
7. Create a business plan: Each student will prepare a complete plan for starting a business. The subject business must be approved by the instructor in advance. The plan must be professionally presented and synthesize all appropriate the elements covered in the course. (FA2, FA3, FA4, CA1, CA2, CB5, CC1. CC2. CC3, CE1&2, CD1-3)

8. Each student will prepare an oral presentation consistent with the style and content typically found in the presentations on the show. The student should anticipate the Sharks questions and provide a reason for a shark to invest in their venture. (FA2, FA3, FA4, CA1, CA2, CB5, CC1. CC2. CC3, CE1&2, CD1-3)

Y

1. EXAMINATIONS (CC1 & 2, FC2)

There are no Examinations

2. COURSE GRADE

<table>
<thead>
<tr>
<th>Grade Components</th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>Discussion Board Participation</td>
<td>50</td>
</tr>
<tr>
<td>Personal Vision</td>
<td>50</td>
</tr>
<tr>
<td>Business Concept Statement</td>
<td>50</td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>150</td>
</tr>
<tr>
<td>Financial Plan</td>
<td>150</td>
</tr>
<tr>
<td>Early Management Decisions</td>
<td>50</td>
</tr>
<tr>
<td>Management Vision Statement</td>
<td>50</td>
</tr>
<tr>
<td>Final Business Plan</td>
<td>300</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>150</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

1. Letter grades will be assigned based on total points earned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>900-1000</td>
</tr>
<tr>
<td>B</td>
<td>800 - 899</td>
</tr>
<tr>
<td>C</td>
<td>700 - 799</td>
</tr>
<tr>
<td>D</td>
<td>600 - 699</td>
</tr>
<tr>
<td>F</td>
<td>0-599</td>
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</tbody>
</table>

VI. NOTES AND ADDITIONAL INSTRUCTIONS FROM THE INSTRUCTOR

A. Course Withdrawal: It is the student=s responsibility to officially withdraw from course if circumstances prevent attendance. Any student who desires to or must officially withdraw from a course after the first scheduled class meeting must file
a Central Texas College Application for Withdrawal (CTC Form 59). The withdrawal form must be signed by the student.

CTC Form 59 will be accepted at any time prior to Friday the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is:

<table>
<thead>
<tr>
<th>Session Type</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>10-week session</td>
<td>Friday of the 8th week</td>
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<tr>
<td>8-week session</td>
<td>Friday of the 6th week</td>
</tr>
<tr>
<td>5-week session</td>
<td>Friday of the 4th week</td>
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</table>

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Scheduled Bulletin.

A student who officially withdraws will be awarded the grade of AW provided the student’s attendance and academic performance are satisfactory at the time of official withdrawal. Students must file a withdrawal application with the College before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of F or FN for nonattendance.

B. Administrative Withdrawal: An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on CTC Form 59 for submission to the registrar.

C. Incomplete Grade: The College catalog states, “An incomplete grade may be given in those cases where the student has completed the majority of the course work but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete the requirements for a course... Prior approval from the instructor is required before the grade of I or Incomplete is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an F for the course.

D. Cellular Phones and Beepers: Cellular phones and beepers will be turned off while the student is in the classroom or laboratory.

E. Americans With Disabilities Act (ADA): Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at www.ctcd.edu/disability-support for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.
F. **Instructor Discretion:** The instructor reserves the right of final decision in course requirements.

G. **Civility (FC3):** Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.

H. **Honesty and Integrity (FC5):** All students are required and expected to maintain the highest standards of scholastic honesty in the preparation of all course work and during examinations. The following will be considered examples of scholastic dishonesty:
   1. Plagiarism: The taking of passages from writings of others without giving proper credit to the sources.
   2. Collusion: Using another’s work as one’s own; or working together with another person in the preparation of work, unless joint preparation is specifically approved in advance by the instructor.
   3. Cheating: Giving or receiving information on examinations.

Students guilty of scholastic dishonesty will be administratively dropped from the course with a grade of F and will be subject to disciplinary action.

VIII. **COURSE OUTLINE**

A. **Unit One:** To Be or Not to Be an Entrepreneur - Create a Personal Vision Statement (Chapter 1 & 2)
   1. **Learning Outcomes:** Upon successful completion of this unit, the student will be able to:
      a. To evaluate their reasons for starting a business
      b. To access their skills and training for running the business
      c. To access their time and emotional commitment to starting the business
      d. To determine their emotional suitability (Entrepreneurial Quotient) for starting and running a business
      e. Prepare a Personal Vision Statement

2. **Learning Activities:**
   a. Classroom lecture/discussion. *(FA4)*
   b. Reading Assignments. *(FA1)*
   c. Homework and other assignments designated by the instructor.*(CC1,FC1)*

3. **Unit Outline:** Follow the sequence of unit learning outcomes.

B. **Unit Two:** Your Big Idea - The Business Concept Statement (Chapter 3)
1. **Learning Outcomes**: Upon successful completion of this unit, the student will be able to:
   a. Relate entrepreneurial success to the ability to identify market needs and spot trends.
   b. Identify how entrepreneurs come up with ideas for business concepts.
   c. Use specific activities to inspire creative thinking.
   d. Identify possible entry strategies for starting a new business.
   e. Evaluate ideas against your personal vision.
   f. Define a product/service for the business.
   g. Gather information about potential customers and explore ways to reach the market.
   h. Prepare a Business Concept Statement

2. **Learning Activities**:
   a. Classroom lecture/discussion. *(FA4)*
   b. Reading Assignment. *(FA1)*
   c. Homework and other assignment designated by the instructor. *(CC1, FC1)*

3. **Unit Outcome**: Follow the sequence of unit learning outcomes.

C. **Unit Three**: Setting up Shop - Build the Marketing Plan
1. **Learning Outcomes**: Upon completion of this unit, the student will be able to:
   a. Define the product or service
   b. Define the target market
   c. Identify the competition
   d. Identify a name

2. **Learning Activities**:
   a. Classroom lecture/discussion. *(FA4)*
   b. Reading Assignments *(FA1)*
   c. Homework and other assignments designated by the instructor. *(CC1, FC1)*

3. **Unit Outcome**: Follow the sequence of unit learning outcomes.

D. **Unit Four**: Money Matters - Build a Financial Plan (Chapter 7 & 8)
1. **Learning Outcomes**: Upon completion of this unit, the student will be able to:
   a. Describe the basic startup costs requirements of a business
   b. Describe the use of personal finances is starting a business
   c. Discuss the basic financial statements used in business
   d. Determine the breakeven analysis for the products and services of the business
e. Compute the cash flow analysis for starting the business  
  f. Describe the requirements for obtaining financial assistance  
  g. Describe the SBA financial eligibility requirement.  
  h. Create an Financial Plan for the business

2. **Learning Activities:**
   
a. Classroom lecture/discussion. *(FA4)*  
b. Reading Assignments. *(FA1)*  
c. Homework and assignments designated by the instructor.  
d. Create a financial plan using Business Plan Pro Software. *(FB1-5)*  
e. Develop and brief a 20 minute oral presentation of the business plan.

3. **Unit Outline:** Follow sequence of unit learning outcomes.

E. **Unit Five: Open for Business -Preparing for the Launch - Early Management Decisions**

1. **Learning Outcomes:** Upon successful completion of this unit, the student will be able to identify and decide the pre-opening issues. These may include but are not limited to:  
   a. Define the legal form of business  
   b. Identify other legal issues such as copyrights, franchises and patents and legal resources.  
   c. Identity risks and risk management particularly insurance requirements and solutions.  
   d. Identify potential suppliers including vendors, security, cleaning and waste disposal.  
   f. Identify a potential location Identify advertising issues including logos, signs and campaigns.  
   g. Identify Point of Sale and Accounting Solutions  
   h. Identify other issues that you believe are appropriate to your planned operations

2. **Learning Activities:**
   
a. Classroom lecture/discussion. *(FA4)*  
b. Reading Assignments. *(FA1)*  
c. Homework and assignments designated by the instructor.  
d. Create a financial plan *(FB1-5)*  
e. Develop and brief a 20 minute oral presentation of the business plan.

3. **Unit Outline:** Follow sequence of unit learning outcomes.

F. **Unit Six: Taking it to the next level - Management and Organization Planning**  
(Chapter 12 - 14)
1. **Learning Outcomes:** Upon successful completion of this unit, the student will be able to identify and decide the pre-opening issues. These may include but are not limited to:
   a. Define the roles of the management team.
   b. Plan an entrepreneurial management team.
   c. Discuss the advantages and disadvantages for independent contractors or employees.
   d. Define an Organizational Culture
   e. Determine your leadership style
   f. Develop a growth and exit strategy
   g. Prepare a Management Vision Statement

2. **Learning Activities:**
   a. Classroom lecture/discussion. *(FA4)*
   b. Reading Assignments. *(FA1)*
   c. Homework and assignments designated by the instructor.

3. **Unit Outline:** Follow sequence of unit learning outcomes.

G. **Unit Seven: Swimming with the Sharks - Finalize and Present the Business Plan** *(Chapter 15)*

1. **Learning Outcomes:** Upon successful completion of this unit, the student will be able to identify and decide the pre-opening issues. These may include but are not limited to:
   a. Add the final elements and assemble the business plan.
   b. Evaluate the plan for completeness, clarity, and conciseness.
   c. Compare the business plan to your personal vision and the model business.
   d. Assess and plan the next steps you will take after you have completed the business plan.

2. **Learning Activities:**
   a. Classroom lecture/discussion. *(FA4)*
   b. Reading Assignments. *(FA1)*
   c. Homework and assignments designated by the instructor.

3. **Unit Outline:** Follow sequence of unit learning outcomes.