



# Douglas College

## Course Information

A: Division: **INSTRUCTIONAL** Date: **OCTOBER 1998**  
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course:  
 Program: **NEW VENTURE MANAGEMENT** Revision of Course Information form: **SEPTEMBER 1996**  
 C: **BUSN 254** D: **BUSINESS PLANNING FOR NEW VENTURES** E: **3**

Subject & Course No. Descriptive Title Semester Credit

F: 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.

Summary of Revisions:  
1998-09 Sections: B,H

G: Type of instruction: Hrs per week

Lecture:	3	Hrs.
Laboratory:		Hrs.
Seminar:	1	Hrs.
Clinical Experience:		Hrs.
Field Experience:		Hrs.
Practicum:		Hrs.
Shop:		Hrs.
Studio:		Hrs.
Student Directed Learning:		Hrs.
Other (Specify)		
Total:	4	Hrs.
Semester Total (4 x 15wks):	60	Hrs.

H: Course Prerequisites:  
**(ACCT 110 or ACCT 235) and BUSN 253 and BUSN 330 and CISY 110**

I: Course Corequisites:

J: Course for which this Course is a Prerequisite:  
**nil**

K: Maximum Class Size:  
**35**

L: College Credit Transfer   
 College Credit Non-Transfer   
 Non-Credit

M: Transfer Credit: Requested:   
 Granted:

Specify Course Equivalents or Unassigned Credit as appropriate:

BCOU  
SFU  
UBC  
UNBC  
UVIC  
Other:

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

Vice-President, Instruction: **J. McKendry**

Dean: **J. Sator**

Registrar: **P. Angus**

**N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS**

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

**O: COURSE OBJECTIVES**

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.

**P: 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
    - i) market study
    - ii) marketing game plan
    - iii) monetary market reaction
  - developing a financial plan
    - i) balance sheet
    - ii) income statement
    - iii) cash flow projection
  - identifying team members
    - i) organization
    - ii) operating management
    - iii) incentive plans
  - preparing appendices
    - i) summation

- ii) important supplementary data
- preparing an executive summary

### 3. Presenting a Business Plan

- covering letter
- writing style and format
- packaging and presentation
- effective support tools
  - i) spreadsheet programs
  - ii) desktop publishing
  - iii) corporate videos

### 4. Common Misconceptions in Business Planning

- real cost of money
- staffing costs
- market entry problems
- supplier dependence
- lack of identity
- fad businesses

### Q: METHOD OF INSTRUCTION

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

### R: COURSE EVALUATION

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