



EFFECTIVE: SEPTEMBER 2004
CURRICULUM GUIDELINES

A.	Division:	Instruction	Effective Date:	September 2004
B.	Department / Program Area:	Commerce & Business Admin. New Venture Management	Revision	<input checked="" type="checkbox"/> New Course <input type="checkbox"/>
			If Revision, Section(s) Revised:	C
			Date of Previous Revision:	2002-09 H
			Date of Current Revision:	2004-09
C:	BUSN 2254	D:	Business Planning for New Ventures	E: 3
	Subject & Course No.		Descriptive Title	Semester Credits

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.

<p>G: Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>Lecture: 3 Hours Seminar: 1 Hour Total: 4 Hours</p> <p>Number of Weeks per Semester:</p> <p>15 Weeks X 4 Hours per Week = 60 Hours</p>	<p>H: Course Prerequisites:</p> <p>English 12 with a letter grade of "C" or better</p>
	<p>I: Course Corequisites:</p> <p>Nil</p>
	<p>J: Course for which this Course is a Prerequisite</p> <p>Nil</p>
	<p>K: Maximum Class Size:</p> <p>35</p>

L: PLEASE INDICATE:

<input type="checkbox"/>	Non-Credit
<input type="checkbox"/>	College Credit Non-Transfer
<input type="checkbox"/>	College Credit Transfer:

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)

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
 - 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

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, <u>BIZPLAN BUILDER</u> , 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	

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

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**

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Date: September 2004