



**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) Revised: **H**

Date of Previous Revision: **September 2004**

Date of Current Revision: **August 2008**

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.**

<b>G:</b> Allocation of Contact Hours to Type 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 Hours</b> <b>Seminar: 1 Hour</b> <b>Total: 4 Hours</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hours per Week = 60 Hours</b>	<b>H:</b> Course Prerequisites:  <b>Nil</b>
	<b>I:</b> Course Corequisites:  <b>Nil</b>
	<b>J:</b> Course for which this Course is a Prerequisite  <b>Nil</b>
	<b>K:</b> Maximum Class Size:  <b>35</b>

L: PLEASE INDICATE:

Non-Credit

College Credit Non-Transfer

College Credit Transfer:

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ([www.bctransferguide.ca](http://www.bctransferguide.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
  - X importance of a business plan
  - X basic elements of business planning
  - X modular presentation techniques
2. Business Plan Components
  - X preparing corporate identity and mission statements
  - X describing the company and its product
  - X developing a marketing plan
    - i) market study
    - ii) marketing game plan
    - iii) monetary market reaction
  - X developing a financial plan
    - i) balance sheet
    - ii) income statement
    - iii) cash flow projection
  - X identifying team members
    - i) organization
    - ii) operating management
    - iii) incentive plans
  - X preparing appendices
    - i) summation
    - ii) important supplementary data
  - X preparing an executive summary
3. Presenting a Business Plan
  - X covering letter
  - X writing style and format
  - X packaging and presentation
  - X effective support tools
    - i) spreadsheet programs
    - ii) desktop publishing
    - iii) corporate videos
4. Common Misconceptions in Business Planning
  - X real cost of money
  - X staffing costs
  - X market entry problems
  - X supplier dependence

X lack of identity X fad businesses												
<p><b>O:</b> Methods of Instruction</p> <p>Lectures, seminar discussions, case studies, guest lectures on business planning.</p>												
<p><b>P:</b> Textbooks and Materials to be Purchased by Students</p> <p>Kapron, Juille, <u>BIZPLAN BUILDER</u>, Latest Edition. ITP Publishing.</p>												
<p><b>Q:</b> Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">Midterm Examination</td> <td style="text-align: right;">20%</td> </tr> <tr> <td style="padding-left: 20px;">Group Project</td> <td style="text-align: right;">15%</td> </tr> <tr> <td style="padding-left: 20px;">Business Plan</td> <td style="text-align: right;">25%</td> </tr> <tr> <td style="padding-left: 20px;">Final Examination</td> <td style="text-align: right;">30%</td> </tr> <tr> <td style="padding-left: 20px;">Participation</td> <td style="text-align: right;"><u>10%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table>	Midterm Examination	20%	Group Project	15%	Business Plan	25%	Final Examination	30%	Participation	<u>10%</u>		<u>100%</u>
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<p><b>R:</b> Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No</p>												

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

Education Council / Curriculum Committee Representative

Dean / Director: **Robert Buller**

Registrar: **Trish Angus**

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**Date: August 2008**