

Master Syllabus

ENT 2160 - Business Plan Development

Division: Business and Public Services

Department: Entrepreneurship

Credit Hour Total: 3.0

Lecture Hrs: 3.0

Prerequisite(s): MAN 1107 AND MRK 2220 AND ENT 2140

Date Revised: February 2016

Course Description:

Upon successfully completing the course, students will understand the business plan development process and will have developed a business plan. Extensive research, writing and oral presentations are required. Students will address: business concept evaluation; business plan development; presentation; evaluation of business plans; identification and evaluation of funding sources for new or existing enterprises.

General Education Outcomes:

- Oral Communication Competency
- Written Communication Competency
- Critical Thinking/Problem Solving Competency
- Values/Citizenship/Community Competency
- Computer Literacy Competency
- Information Literacy Competency

Course Outcomes:

Business Plan

Create a business plan based upon validated business concept.

Assessment Method: Simulations

Performance Criteria:

Scores of 70% or higher based upon departmental grading rubrics.

Business Plan Presentation

Prepare and present business plan for small business.

Assessment Method: Simulations

Performance Criteria:

Scores of 70% or higher based upon departmental grading rubrics.

Business Concept

Assess and conclude the feasibility of a small business concept.

Assessment Method: Simulations

Performance Criteria:

Scores of 70% or higher based upon departmental grading rubrics.

Outline:

Business concept and evaluation

Business Plan Process

Business Plan assessment

Funding sources

Business Plan presentation