

## 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

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### 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