

SYLLABUS

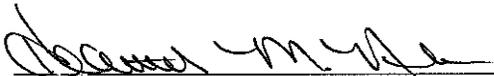
ENTREPRENEURSHIP BUSINESS PLAN ENTR2090

2011

Nebraska Community College Initiative

Committee Members:

Doris Lux	Central Community College	Gene Manhart	Central Community College
Marcene Wurdeman	Central Community College	Heather Nelson	Metro Community College
Cinch Munson	Mid-Plains Community College	Angie Shaffer	Northeast Community College
Tim Mittan	Southeast Community College	Susan Pallas	Southeast Community College
Kathy Eitzmann	Southeast Community College	Beth Deinert	Southeast Community College
Judy Amoo	Western Community College	Chuck Karpf	Western Community College
Kathy Thornton	University of Nebraska – Lincoln	Gregg Christiansen	Department of Education



Group Leader

Date June 2, 2011



NCCA Instructional Officer Chair

Date June 30, 2011

Instructor:
Telephone:
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Web Address:

Office:
Office Hours:

1. CATALOG DESCRIPTION

Course Number: ENTR2090
Course Title: Entrepreneurship Business Plan
Prerequisite(s): Intro to Entrepreneurship and Entrepreneurship
Opportunity Analysis

Catalog Description: The student will evaluate a business concept and write a sound business plan. Students will assess the strengths and weaknesses of a business concept; collect, analyze and organize market research data into a marketing plan; and prepare the financial projections for their business concept. Students will be able to identify and evaluate various resources available for funding small businesses.

Credit Hours: 3 semester / 4.5 quarter hours
Contact Hours: 45 hours
Lecture/Classroom Hours45 hours
Laboratory0 hours

2. COURSE OBJECTIVES AND COMPETENCIES

a. **Objectives** *Course will:*

- (1) Prepare a well-defined concept statement that clearly explains the business and product (s) and/or service (s).
- (2) Prepare an effective business plan to include:
 - Management plan
 - Marketing plan
 - Financial plan
 - Operating plan
 - Product of service section
- (3) Prepare and conduct an effective business presentation.
- (4) Prepare entrepreneurship strategy
- (5) Analyze effectiveness of business plan (follow-up)

b. **Competencies** *Students will be able to:*

- (1) Identify legal regulations for starting and operating a business.
- (2) Identify funding sources.
- (3) Identify personal goals in business.
- (4) Use document on most business matters.

3. INSTRUCTIONAL MATERIALS

Suggested text(s)

*The ABC's of Writing Winning Business Plans; Sutton; Warren Business Books
Publisher Small Business: An Entrepreneurial Business Plan by Ryan and Hiduke;
Southwestern, Current Edition
The Successful Business Plan: Secrets and Strategies
by Rhonda Abrams**

Supplements:

BusPlan Pro

BizBuilder

4. COURSE CONTENT/UNITS OF INSTRUCTION*

Unit I

1. Prepare an effective business plan to include:

- Executive Summary
- Company Description and Mission
- Management Section
- Financial Statements
- Operating and Technology Section
- Product or service section
- Marketing Section
- Milestones and Succession Plan

Unit II

1. Ratio Calculation
2. Financial Statement interpretation

Unit III

1. Prepare an effective business presentation
2. Prepare Entrepreneurship strategy
3. Deliver Business Plan Presentation

5. SPECIFIC COURSE REQUIREMENTS (can vary per instructor)

6. METHODS OF PRESENTATION/INSTRUCTION (can vary per instructor)

- a. Explanation and/or lecture
- b. Video presentation
- c. Student reports
- d. Role play
- e. Guest speaker
- f. Small group activities
- g. Discussion
- h. PowerPoint presentation
- i. Field trips
- j. Internet activities

7. METHODS OF EVALUATION

- a. Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
- b. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.