

Business Plan

ENT169.I99

FALL 2020



Number of Credits: 3

Location/Venue: Online/
Individualized Learning

Instructor: Ron Betzig

Course Dates: October 27, 2020 through
December 19, 2020

Contact Email: betzigronalde@jccmi.edu

Online Office Hours: Wednesdays
8:00-11:00 am. or by appointment

Course Description

The student will be able to identify and evaluate their business concept and write a sound business plan for their entrepreneurial venture. In the process of doing so, the student will be able to assess the strengths and weaknesses of a business concept; collect and organize market research data into a marketing plan; and prepare the financial projects for their business venture. In addition, students will be able to identify and evaluate various resources available for funding the entrepreneurial venture. To be successful in this course basic computer skills are required. Prerequisite: **ENT102**

Course Goals

The primary goal of this course is to produce a practical business plan to guide the entrepreneur in launching a venture and, if necessary, secure outside funding.

Course Objectives

The course goals and objectives incorporate specific General Education Outcomes (GEOs) established by the JC Board of Trustees, administration, and faculty. These goals are in concert with four-year colleges and universities and reflect input from the professional communities we serve. GEOs guarantee students achieve goals necessary for graduation credit, transferability, and professional skills needed in many certification programs. The course objectives addressed in this class include the following:

1. Identify at least one target market, including projected size.
2. Identify a problem faced by target market that your business can solve.
3. Present research of competitors for target market.
4. Define the competitive advantage of your business vis-à-vis your competitors.
5. Make financial projections for the next three years of your business.
6. Write a comprehensive business plan.

Textbooks/required resources:

- 1) **Electronic resource:** *LivePlan* from Palo Alto software. Since the course is less than two months in duration, I recommend you purchase only a two months subscription:

<https://www.liveplan.com/pricing>

- 2) **Books:**

a) **Abrams, Rhonda, *Successful Business Plan: Secrets & Strategies, Sixth Edition*. Planning Shop, 2016. ISBN: 978-1-933895-46-8.**

This book is available in kindle electronic form for about \$36 or in paperback for about \$28 on Amazon:

https://www.amazon.com/Successful-Business-Plan-Strategies-Planning/dp/1933895462/ref=sr_1_2?keywords=Abrams+978-1-933895-46-8&qid=1582906236&sr=8-2

b) **Salman, William A, *How to Write a Great Business Plan*. Harvard Business School Press, 2008. ISBN: 978-1-4221-2142-9.**

This short book is also available on Amazon; I recommend the kindle version for \$3, but you can also get a paper back for about \$10:

https://www.amazon.com/Write-Business-Harvard-Review-Classics/dp/1422121429/ref=sr_1_fkmr5_1?keywords=Salman%2C+William+A%2C+How+to+Write+a+Great+Business+Plan.+Harvard+Business+School+Press%2C+2008.+ISBN%3A+978-1-4221-2142-9&qid=1582906135&sr=8-1-fkmr5

Textbook Zero! As noted above these resources are available in a digital format.

Follett Access! Please review the cost of your required materials at the following link to determine the best option for you to purchase your materials: <https://www.bkstr.com/jacksonstore>

For more information on the Follett ACCESS Program, you can view the frequently asked questions here: <https://www.jccmi.edu/bookstore/student-services-follett-access/>.

If after reviewing the costs, you choose to opt out, you may do so here: www.jccmi.edu/optout. Please note your opt out selection is for your entire semester schedule. You cannot opt out and opt in to individual courses. And you must opt out by the due date for your first class.

Class Starts On:	Opt Out Date:
August 31, 2020	September 3, 2020
October 6, 2020	October 9, 2020
October 27, 2020	October 30, 2020
November 11, 2020	November 14, 2020

If you have questions about materials, please contact the Jackson College Follett bookstore at jackson@bkstr.com. For account billing questions, please contact the Jackson College Cashier at jccashier@jccmi.edu.

Course Structure

A **variety of methods** will be used to guide you in the development of a business plan. Videos of successful entrepreneurs will be shown and we'll discuss the factors which have helped make them successful...as well as some pitfalls to avoid. Concepts from the readings will be covered in online forums, assignments, and quizzes, so it is imperative that the required reading be completed on time. A software package will be used to help you construct a business plan. Case studies will be analyzed to build decision-making skills and help avoid common mistakes. **As with any business, growth and synergies are most effectively achieved when all members are actively contributing.** Assignments, quizzes, and active participation in the online forums will be graded.

Grading Procedure

Your final grade will be composed of the following elements, weighted as shown below:

Assignments (including sections of the Business Plan)	60%
Participation through interactions with instructor and online forums	20%
Quizzes	20%

Grading Scale

GPA	GRADE RANGE
4.0	94-100%
3.5	89-93%
3.0	84-88%
2.5	78-83%
2.0	72-77%
1.5	66-71%
1.0	60-65%
0.5	55-59%
0.0	0-54%

Please note that the above figures are thresholds; for example, a percentage of 71.9% is below the threshold of 72% and therefore receives the grade 1.5.

You can view your grades on individual items during the course in the “My Grades” section of the “Student Dashboard” in JetNet.

Failure

Failure will result when an insufficient amount of work is submitted on time, or when the work does not adequately meet the requirements given in the instructions. Failure can also result when a student does not adhere to Jackson College policies, including academic honesty, as outlined below:

Academic Honesty Policy

Academic Honesty is defined as ethical behavior that includes student production of their own work and not representing others' work as their own, by cheating or by helping others to do so.

Plagiarism is defined as the failure to give credit for the use of material from outside sources.

Plagiarism includes but is not limited to:

- Submitting other's work as your own
- Using data, illustrations, pictures, quotations, or paraphrases from other sources without adequate documentation
- Reusing significant, identical or nearly identical portions of one's own prior work without acknowledging that one is doing so or without citing this original work (self-plagiarism)

Cheating is defined as obtaining answers/material from an outside source without authorization.

Cheating includes, but is not limited to:

- Plagiarizing in any form
- Using notes/books/electronic material without authorization

- Copying
- Submitting others' work as your own or submitting your work for others
- Altering graded work
- Falsifying data
- Exhibiting other behaviors generally considered unethical

Allowing your work to be submitted by others

Accessibility

Jackson College understands that cultivating a broadly diverse community is crucial to our educational mission and to our foundational commitment to leadership and service. Jackson College is fully committed to ensuring our courses are accessible to everyone including those with disabilities. We are currently working to increase accessibility and usability of our course materials in order to meet or exceed the requirements of Section 508 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1991 and Web Content Accessibility Guidelines (WCAG) 2.0. For more information about Jackson College's efforts to ensure accessibility please visit the [Jackson College accessibility web page](#).

If you have an accessibility need in any of our classes please e-mail the Center for Student Success at JCCSS@jccmi.edu or visit the [Center for Student Success web page](#).

At the Center for Student Success (CSS), we are committed to providing all students the opportunity to achieve academic success by providing a variety of support services free of charge to Jackson College students. This includes, but is not limited to, peer and faculty tutoring, mental health referral, temporary assistance with transportation, various workshops/seminars, and the TRIO program.

In addition, the CSS staff is committed to adapting the College's general services to meet the individual needs of otherwise qualified students with disabilities, for the purpose of providing equal access to all programs and facilities.

Course Management

If you decide to withdraw from the course, be sure to check the Jackson College website and consult with your Navigator regarding the permitted dates to drop/add courses and the associated financial consequences.

Makeup Policy: Incompletes

Incomplete grades will be given only in accordance with Jackson College policy. Please note that incompletes are very rare and that it is the instructor's decision whether an incomplete grade will be given.

Contacting the Instructor

The instructor will only respond about course information to students using their JC email address. Please include the class title, class name, and section number in the subject line:

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Help: Academic Advising

It is important to contact a Center for Student Success professional prior to the start of the semester in order to receive accommodations in a timely manner. While we will make every effort to coordinate accommodations in a timely manner, failure to self-identify prior to the start of the semester may delay notification to instructors and timeliness of acquiring accommodations. Accommodations do not automatically carry over to the next semester. Please e-mail JCCSS@jccmi.edu or visit the [Accommodations for Students with Disabilities](#) web page

Expectations of the Instructor

1. Provide a lively and useful learning experience. For this to happen, I encourage you to give me honest, respectful feedback at appropriate times regarding what is working for you and what I (we) need to do differently.
2. Thoroughly prepare the course material; pose and answer relevant questions related to that material.
3. Maintain a dialog with students in the online format, and meet face-to-face as needed in this individualized learning course.
4. Give helpful feedback on your assignments.

Expectations of the Student

1. Carefully study the required reading and electronic resources.
2. Participate actively in an ongoing dialogue with the instructor through email, JetNet, LivePlan, and face-to-face as needed in this individualized learning course.
3. Turn in the written work (e.g., assignments, quizzes, forums, and the final video) on time. **NO LATE WORK WILL BE ACCEPTED.** All work must be submitted online through the JetNet Course Management System. Be sure to read the instructions for each piece of online work to determine the requirements and specific due dates.
4. Establish reliable access to a computer with internet connection.

Just as in a traditional classroom course, regular class participation and keeping up on the reading and assignments is strongly correlated with survival in college. It is my recommendation that you plan to do your assignments and take your exams **BEFORE** the last day they are due. If problems occur, there is time to fix them before the deadline.

In compliance with Federal Title IV funding requirements, as well as college initiatives, I will be monitoring student participation on a regular basis and officially reporting student activity throughout the term to assure compliance with college policy and federal regulations. It is imperative that you log in to the course and actively participate **within the first couple of days of the term** to validate your enrollment in the course. After that, not actively participating in class may result in you being withdrawn from the course. Being withdrawn from a course can have an impact on financial aid, billing, athletic eligibility, and housing status. As a college student you are responsible for how your participation impacts your academic progress; the accountability lies with you.

Course Calendar: First Draft

WEEK #	DUE DATE (BEFORE 11:55PM)	TOPICS	HOMEWORK (SEE JET NET HOME PAGE FOR SPECIFIC ITEMS)
1	October 31, 2020	-Introduction to Course -Overview of a Business Plan	-Syllabus Quiz - LivePlan: Acquisition and Introduction - Quiz over Sahlman's Book: How to Write a Great Business Plan - Forum: Why should we plan, if plans are "useless"? - The Purpose Driven Plan
2	November 7, 2020	-Product Market Fit	- LivePlan: Getting Started - Quizzes over Abrams Chapters 1-10 -Forum: The DNA of Innovation (and Product Market Fit) - Step 1 of Product Market Fit: Understanding Your Market
3	November 14, 2020	-The Competitive Landscape	- Quiz over Abrams Chapters 11-13 - Competitive Research - Your Competitive Advantage -Forum: Time to Pivot?
4	November 21, 2020	-Customer Discovery	-Digging Deeper into Product Market Fit: Customer Discovery - Quiz over Abrams Chapters 14-17
5	November 28, 2020	Happy Thanksgiving!	Thanksgiving Week: No new work due!
6	December 5, 2020	-Marketing & Sales -Facilities & Logistics	-Quiz over Abrams Chapters 18 & 19 -Your Marketing & Sales Plan -The Nuts and Bolts of Your Business
7	December 12, 2020	-The Secret Sauce	-Milestones and Metrics -Your People -Quiz over Abrams Chapters 20-22
8	December 19, 2020	-Putting it all together and making it profitable	-Your Projected Financial Performance -Executive Summary -Revised Elevator Pitch -Forum: ENT 169 Feedback

Caveat

This syllabus is not a contract; more or less work may be required than is outlined here. The instructor may revise the syllabus at any time during the course.

Revised: 23-OCT-2020