

This short book should be available through Bilbiu. It is also available on Amazon; I recommend the kindle version for about \$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

b) 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 or in paperback 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

2) Electronic resource: *LivePlan from Palo Alto software*. Since the course ends on April 30, 2022, I recommend you purchase only a two months subscription:

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

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.

COURSE OBJECTIVES/OUTCOMES: During this course, students will vet their business develop the first draft of a business plan, with each student expected to meet these objectives:

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.

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.

COURSE CALENDAR (This is a first draft, subject to change):

We will follow the sequence of the books noted below, but there will be additional work in *LivePlan* and in JetNet, with all instructions provided in JetNet:

<u>Due</u>	<u>Reading</u>
Mar 18	Sahlman, <i>How to Write a Great Business Plan</i> (entire book: 61 pages) Abrams, <i>Successful Business Plan: Chapters 1-3</i>
Mar 25	Abrams, Chapters 4-10
Apr 1	Abrams, Chapters 11-13
Apr 8	Abrams, Chapters 14-17
Apr 15	Abrams, Chapters 18-19
Apr 22	Abrams, Chapter 20-22
Apr 29	No new reading: Final business plan due

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.
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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. The library in Atkinson Hall on the Jackson Campus and the computer labs on other campuses and in public libraries are available for you during certain hours of the day if you do not have access at home.
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EVALUATION :

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: Final grades will be assigned according to the following scale:

94 .0 to 100.0% = 4.0

88.0 to 93.9% = 3.5

83.0 to 87.9% = 3.0

78.0 to 82.9% = 2.5

72.0 to 77.9% = 2.0 Note: A grade of at least 2.0 is needed to pass this course.

67.0 to 72.9% = 1.5

62.0 to 66.9% = 1.0

57.0 to 61.9% = 0.5

0.0 – 56.9% = 0.0

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.

SPECIAL POLICIES

REMOVAL FROM COURSE: Please note that students will be dropped from the course if they do not submit work by the first due date or do not submit work for two consecutive weeks.

Census Date: 03/18/2022 The census date is the last day a student can be dropped from the course without penalty.

Withdrawal: If you do not wish to receive a grade for this course, you must withdraw before **04/25/2022**.

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 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

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

Special needs: *Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Center for Student Success at (517) 787-0800 as soon as possible to ensure that such accommodations are implemented in a timely fashion.*

JC Technology: If you have trouble with your JC login or other computer issues, please contact the JC Solution Center at 517-796-8539. When e-mailing your instructor, please include your first and last name and put the course number in the subject line. Always save your work and have a back-up plan. Please ask questions and get help early with any concerns you may have including computer problems.

A note to transfer students: If you seek to continue your studies and complete a Bachelor's degree in your field, there are a variety of ways to do this. When considering your options, make sure to use the Michigan Transfer Equivalency website at <http://michigantransfernetnetwork.org/> . For JC advising, contact the Student Service Center at 517-787-0800.

Note: This syllabus is not a contract: it is a general plan for the course. Each course and each group of students is unique. We may do more or less work than is outlined above.

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