

**THE BUSINESS PLAN – BUSINESS 58 ONLINE**  
**Course Overview & Syllabus**  
**SPRING 2017/4 units**

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**Course Description:**

This course is designed to assist students in the completion of a formal business plan document and understand the process behind the written document. Students will understand the thinking behind each section and its importance to the overall document.

**Advisory:** Business 55. Strong written and oral skills are required to successfully navigate this class. Accordingly, assignments in this class will require your attention to both.

**Learning Outcomes:**

By the end of the course, the student should be able to:

- Develop and conduct a Feasibility Study Analysis for a business plan
- Write a business plan and deliver an effective presentation to potential investors.

**Course Objectives:**

- A.** Identify the reasons for writing a Business Plan.
- B.** Develop and screen business ideas.
- C.** Conduct a Feasibility Analysis.
- D.** Introduce the Plan, describe and name the business.
- E.** Identify and evaluate the key components of an Industry.
- F.** Identify and evaluate the key components of a Market.
- G.** Identify and evaluate the key components of a Marketing Plan.
- H.** Describe the management team and the company structure.
- I.** Identify and evaluate the key components of an Operations Plan and Product (or Service) Development Plan
- J.** Demonstrate the ability to identify business risks and prepare contingency plans.
- K.** Identify the critical components of a Financial Plan.
- L.** Prepare a compelling Executive Summary for the Business Plan.
- M.** Prepare for and deliver an Effective Business Plan Presentation

## Resources Required:

- **Textbook:** Bruce R. Barringer , “Preparing Effective Business Plans: An Entrepreneurial Approach”, Pearson Prentice Hall, Second Edition, 2015
- **Technology:** The following technology is required in order in order to access the course materials:
  - You will need a **computer** (on Windows-Minimum of PII 300 MHz; on Mac-G3 350 MHz) with **broadband access** (at least 256k) to the Internet.
  - You need to have a **current browser** in order to view the web-based course materials (**Firefox** is recommended). You also need to allow cookies, Java, and pop-ups.
  - You will need to download and install the free **Real Player media player** in order to view / listen to videos.
  - You will need to download **Flash** to view the **presentations** in their graphical format. (Most people already have this installed.)
  - You will also need a **personal email address** to receive course announcements.

## Requirements:

- **Orientation:** Complete the orientation on Distance Learning at <https://sway.com/p6KDTuWl0k3kztfq>
- **Reading and Review:** Each week you should read the assigned chapter of the textbook and view the corresponding PowerPoint presentation.
- **Business Plan Assignments**
  1. **Feasibility Analysis:** Start conducting a Feasibility Analysis/Study during the third week. This study will be due during the 9<sup>th</sup> week of the course. You will be provided a Feasibility Analysis Template to complete the Feasibility Study.
  2. **Written Plan & Presentation:** From weeks 4-10, you will actually start writing your business plan. The plan is a carefully prepared, cohesive document that contains a comprehensive analysis of the business that reflects the considerations of customers and competitors as well as the viewpoints of the investors and the entrepreneur. The plan should provide a framework for the systematic and comprehensive evaluation of the business idea that will enable the owner/manager to take an objective and critical view of the entire business. The plan should help the owner/manager deal with uncertainties, evaluate risks, and prepare contingencies enabling them to anticipate events, rather than react to them.

- **Assignment Due Dates**

- **Online Forum Discussions:** You must log on to the course website weekly to participate in the Forum Discussion and submit your assignments.
- **Business Plan Segment Submissions:** Please see the table below for assignment due dates.

<b>ASSIGNMENT</b>	<b>DUE DATE</b>
Company Description	May 8, 2017
Industry and Market Analyses	May 15, 2017
Marketing Plan	May 22, 2017
Management Team & Company Structure	May 22, 2017
Operations Plan & Product Development Plan	June 5, 2017
Financial Projections	June 12, 2017
Feasibility Study	June 12, 2017
Executive Summary	June 19, 2017
12-Slide PowerPoint Presentation	June 30, 2017
Complete Business Plan Document	June 30, 2017

- **Examinations**

- **Midterm** (100 points) covers Chapters 1 – 5 of the textbook. It is open on Saturday, May 20, 2017, and closes on Monday, May 22, 2017 by midnight, Pacific Standard Time.
- **Final Exam** (100 points) covers chapters 6 – 10 of the textbook. It is open on Saturday, June 24, 2017, and closes on Monday, June 26, 2017 by midnight, Pacific Standard Time.

**Grading:**

<b>Component</b>	<b>Points</b>	<b>Weight</b>
Online Discussion Forum	200	20%
Business Plan: Feasibility Analysis	100	10%
Business Plan: Weekly Submissions	400	40%
Business Plan: 12-Slide PowerPoint	100	10%
Mid Term Examination	100	10%
Final Examination	100	10%
<b>Total Possible Points</b>	<b>1000</b>	<b>100%</b>

### Grading Scale based on Points:

Points	Grade	Points	Grade
970-1000	A+	760-799	C+
930-969	A	700-759	C
900-929	A-	660-699	D+
860-899	B+	630-659	D
830-859	B	600-629	D-
800-829	B-	0-599	F

N.B. — A 5-point deduction will be assessed against all assignments that are not submitted on time.

### Lesson Plan:

<u>WEEK #</u>	<u>TOPIC</u>	<u>READING</u>
WEEK 1	<ul style="list-style-type: none"><li>• Why Plan</li></ul>	Chapter 1
WEEK 2	<ul style="list-style-type: none"><li>• Developing and Screening Business Ideas.</li><li>• Presentations and discussion of New Venture Ideas</li></ul>	Chapter 2
WEEK 3	<ul style="list-style-type: none"><li>• Feasibility Analysis</li></ul>	Chapter 3
WEEK 4	<ul style="list-style-type: none"><li>• Introductory Material, Executive Summary, and Description of the Business</li></ul>	Chapter 4
WEEK 5	<ul style="list-style-type: none"><li>• Industry Analysis</li><li>• Market Analysis</li></ul>	Chapter 5 Chapter 6
WEEK 6	<ul style="list-style-type: none"><li>• Marketing Plan</li></ul>	Chapter 7
WEEK 7	<ul style="list-style-type: none"><li>• Management Team and Company Structure</li></ul>	Chapter 8
WEEK 8	<ul style="list-style-type: none"><li>• Operations Plan and Product (or Service) Design and Development Plan</li></ul>	Chapter 9
WEEK 9	<ul style="list-style-type: none"><li>• Financial Projections</li></ul>	Chapter 10
WEEK 10	<ul style="list-style-type: none"><li>• Presenting the Plan with Confidence</li></ul>	Chapter 11
WEEK 11	<ul style="list-style-type: none"><li>• Final Exam—Online</li></ul>	
WEEK 12	<ul style="list-style-type: none"><li>• 12-Slide Power Point Presentation &amp; Submission of Final Business Plan</li></ul>	

## **Academic Integrity:**

Students who plagiarize, submit the work of others as their own, or cheat on exams will receive an F in the course and will be reported to college authorities. For more information, see the Student Handbook PowerPoint presentation on [Academic Integrity](#).

## **Note to Students with Disabilities**

If you have a disability-related need for reasonable academic accommodations or services in this course, provide instructor with a Test Accommodation Verification Form (also known as a TAV form) from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give five days' notice of the need for accommodations. Students with disabilities can obtain a TAV form from their DSS counselor (864-8753—DSS main number) or EDC advisor (864-8839—EDC main number).

## **Online Education Center Hours of Operation**

Monday to Thursday - 9:00 AM to 5:00 PM

Friday - 9:00 AM to 4:00 PM, when classes are in session.

## **Online Tutoring**

Since Spring 2014, De Anza College has provided all registered students with online tutoring service through Smarthinking. Online tutoring is available in a wide variety of subjects, 24/7, to supplement on-campus tutoring that Student Success Center provides. Information is available at

<http://www.deanza.edu/studentsuccess/onlinetutoring/index.html>

## ***Dropping:***

1. Instructor will drop students who fail to take the Mid Term Exam.
2. You can also drop the class yourself during the **first two weeks of the term**. You **may drop online through MyPortal**. There will be **no grade of record if** you drop the class by the deadline. You will be assigned a **grade of "W"**. Failure to drop by the final deadline date will result in a grade assignment at the end of the quarter.