ENTR311

Course Summary

Course : ENTR311 **Title :** Business Plan Foundations
Length of Course : 8
Prerequisites : ENTR150, ENTR215, ENTR300 **Credit Hours :** 3

Description

Course Description: This course focuses on the essential framework and first steps towards the student's objective of an entrepreneurial opportunity. The first portion of the course focuses on a framework for your business plan. The remainder course topics center on business plan elements, such as competition, marketing, operations, and other issues essential to the delivery of a business plan. In this course, the student begins the process of writing a business plan, which will be used and updated throughout the program. (Prerequisite: ENTR150 and ENTR215 and ENTR300)

Course Scope:

There are thousands of people who have the dream of opening their own business. Most first- time entrepreneurs start out with a little more than an idea. By combining talent with practicality, you can take your idea and form it into a functional business plan. The goal of this course is to teach you how to do just that.

The course text supplies the steps and you supply the effort. Because laws and tax issues are constantly in flux, consult your legal counsel and advisors rather than relying on the material in your text or in this course. All of the forms in the texts are provided as examples, and should not be used without benefit of counsel.

Objectives

1. Construct a business plan framework for your venture.
2. Assess your mission and vision statements.
3. Determine the management team for your business.
4. Conduct a competitive analysis.
5. Analyze your market niche and customer needs.
6. Determine an effective marketing strategy.
7. Evaluate your business plan framework against your strategy and goals.

Outline

Week 1: Starting the Process

Course Objectives

Construct a business plan framework for your venture. (CO1)

Week 2: Company Description/Legal Issues

Course Objectives

Construct a business plan framework for your venture. (CO1)

Assess your mission and vision statements. (CO2)

Week 3: The Target Customer

Course Objectives

Conduct a competitive analysis. (CO4)

Analyze your market niche and customer needs. (CO5)

Week 4: The Competition

Course Objectives

Conduct a competitive analysis. (CO4)

Analyze your market niche and customer needs. (CO5)

Determine an effective marketing strategy. (CO6)

Week 5: Marketing and Operations

Course Objectives

Analyze your market niche and customer needs. (CO5)

Determine an effective marketing strategy. (CO6)

Week 6: Running Your Business

Course Objectives

Determine the management team for your business. (CO3)

Evaluate your business plan framework against your strategy and goals. (CO7)

Week 7: Finalizing the Plan

Course Objectives

Assess your mission and vision statements. (CO2)

Evaluate your business plan framework against your strategy and goals. (CO7)

Week 8: Your Final Business Plan

Course Objectives

Use a template to build a business plan framework for your venture. (CO1)

Evaluate your business plan framework against your strategy and goals. (CO7)

Evaluation

Grading:

Name	Grade %
Forums	25.00 %
Introduction	2.78 %
Week 1	2.78 %
Week 2	2.78 %
Week 3	2.78 %
Week 4	2.78 %
Week 5	2.78 %
Week 6	2.78 %
Week 7	2.78 %
Week 8	2.78 %
Assignments	35.00 %
Week 1 - Feasibility	5.83 %
Week 2 - Company Description	5.83 %
Week 3 - Target Market	5.83 %
Week 4 - The Competition	5.83 %
Week 5 - Marketing Plan	5.83 %
Week 6 - Development and Milestones	5.83 %
Final Business Plan	40.00 %
Week 7 - Final Business Plan	40.00 %

Materials

Book Title: New Venture Creation: A Framework for Entrepreneurial Start-Ups - e-book available in the APUS Online Library, link also available in the classroom Lessons section. Hard copy not available from the bookstore, please try other sources.

Author: Burns, Paul

Publication Info: Palgrave Macmillan

ISBN: 9781137332899

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business.
- Please note that no formal citation style is required on forum assignments in the School of Business—only attribution of sources (please see details regarding forum communication below).

Tutoring

- Tutor.com offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each assignment.
- Generally speaking, if arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class, unless prior arraignments have been made with the instructor.
- As a working adult, your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.

- "Substantive" means comments that contribute something new and important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.
- The main response to the forum need to be provided mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late main response posts to a forum will not be accepted without prior instructor approval.
- Replies must be posted in the week due and replies after the end of the each week will not be graded.

Quizzes and Exams

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it again if you disconnect. Therefore, allocate time to complete your quiz. Weekly quizzes must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes or exams will not be accepted without prior instructor approval.

University Policies

Student Handbook

- Drop/Withdrawal policy

- Extension Requests

- Academic Probation

- Appeals

- Disability Accommodations

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