

ENTR635

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Course Summary

Course : ENTR635 **Title :** Business Plan
Length of Course : 8 **Faculty :**
Prerequisites : N/A **Credit Hours :** 3

Description

Course Description:

This course is designed to provide the student the skills necessary for developing a comprehensive effective written business plan for a new business venture. Every business benefits from a business plan. The key to this class is that a "business plan is more than a strategic plan." The motives for a business plan are largely the same for every business, to have an intent, purpose, and direction for the business. This course deals with the critical decisions and action steps entrepreneurs must make in both planning and executing a new venture. The business plan is often a selling document to those who may be interested in the business venture for a variety of reasons. Therefore it must reflect the concept's viability and business model, the environment in which the firm operates, and the expertise of the management team to execute the plan..

Objectives

Course Objectives:

1. Identify or create a business concept for marketplace entry that is suitable for the business plan development stage. (CO1)
 2. Analyze the legal structure options and regulations needed for your idea. (CO2)
 3. Develop the business plan and understand all key components required for success development and implementation. (CO3)
 4. Determine the management team for your business. (CO4)
 5. Analyze the competitive market. (CO5)
 6. Construct an effective marketing strategy that includes your market niche. (CO6)
 7. Analyze funding resources, creating a financial plan for your business. (CO7)
 8. Assemble your business plan. (CO8)
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Outline

Week 1: Starting the Process

Learning Objectives

- Identify or create a business concept for marketplace entry that is suitable for the business plan development stage. (CO1)

Week 2: Company Description

Learning Objectives

- Analyze the legal structure options and regulations needed for your idea. (CO2)

Week 3: Business Model

Learning Objectives

Analyze the legal structure options and regulations needed for your idea. (CO2)

Week 4: Financials

Learning Objectives

Analyze funding resources, creating a financial plan for your business. (CO7)

Week 5: Marketing

Learning Objectives

Analyze the competitive market. (CO5)

Construct an effective marketing strategy that includes your market niche. (CO6)

Week 6: Management Team and Key Roles

Learning Objectives

Determine the management team for your business. (CO4)

Week 7: Finalizing the Plan

Learning Objectives

Develop the business plan and understand all key components required for success development and implementation. (CO3)

Assemble your business plan. (CO8)

Week 8: Presenting the Plan

Learning Objectives

- Develop the business plan and understand all key components required for success development and implementation. (CO3)

Evaluation

Grading:

Name	Grade %
Discussions	40.00 %
Welcome Introduction	6.67 %
Week 3 Discussion	6.67 %
Week 4 Discussion	6.67 %
Week 5 Discussion	6.67 %
Week 6 Discussion	6.67 %
Week 8 Discussion	6.67 %

Assignments	40.00 %
Week 2 Assignment	10.00 %
Week 3 Assignment	10.00 %
Week 4 Assignment	10.00 %
Week 5 Assignment	10.00 %

Business Plan	20.00 %
Week 7 - Business Plan	20.00 %

Materials

Various resources from the APUS Library & the Open Web are used. Required resources for your course are provided in a course eReserve.

Publication Info:

ISBN: ERESERVE NOTE

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 Discussion assignments in the School of Business—only attribution of sources (please see details regarding Discussion communication below).

Tutoring

- [Tutor.com](https://www.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 arrangements 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 Discussion

- Discussions 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 Discussion. The purpose of the Discussions 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 Discussions prompt and post the required number of replies to other students – refer to the grading rubric and/or Discussion instructions for specific expectations on number of replies and word count requirements.
- The main response to the Discussion need to be provided mid-week – refer to the grading rubric and/or Discussion instructions for specific expectations. Late main response posts to a Discussion 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

[StudentHandbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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