Course Title: How to Develop a Business Plan

Course web page: http://www.collin.edu/ce/courses/how_develop_bus_plan.html

Course Description:
Learn to prepare and carry out a successful business plan. Topics include developing a mission statement, conducting market analysis, developing marketing strategies, preparing financial projections and estimating capital resource requirements. You will get hands-on guidance in launching a business from the drawing board and a review of funding sources.

Suggested Course Prerequisite(s): N/A

Course Objectives:
1. Develop a mission statement
2. Conduct market analysis
3. Develop marketing strategies
4. Prepare financial projections and estimate capital resource requirements
5. Launch a business from the drawing board

Textbook(s): N/A

Lesson Plan – by week or session
Session 1: Introductions and syllabus. Student Data Forms.
  Mission Statements
Session 2: Marketing strategies
  Market analysis
Session 3: Financial Projections
  Capital resource requirements
Session 4: Launching a business
  Student Evaluation of Instruction

Course Sessions: listed are a guideline to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal
opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.
http://www.collin.edu/studentresources/personal/studenthandbook.aspx