

ENTR 6021 Preparing and Implementing the Business Plan | Executive Summary

Course:	ENTR 6021 Preparing and Implementing the Business Plan
Credits:	2 credits
Prerequisites:	MBA Student

Description

Students work in a collaborative setting to write a business plan for their “own” business venture launch, either via a startup or acquisition. The course includes weekly class meetings where each team of students presents various aspects of their business plan as they develop it, such as the elevator pitch, company mission, product/ service value proposition, customer and market segmentation, competitive analysis, business strategy, marketing plan and financial projections. Students analyze and provide feedback on each other’s plans and learn from each other’s analysis. At the end of the course, students present their written business plan.

Objectives

This course is designed to teach students how to write a business plan. The students are introduced to the requirements for a good business plan, and are expected to write and present their plan. Student will work in teams and write a plan for a business startup. Students have to present their business plans in class, and a "consultant" (another student team) is asked to analyze the business plan and make recommendations to the "clients" (the class) on whether or not they should finance or approve the venture.

Learning Outcomes

Students will demonstrate knowledge of how to:

1. Write a complete business plan; and
2. Analyze written business plans.