

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: BUSINESS PLANNING

CODE NO.: ENT103 SEMESTER: ONE

PROGRAM: ENTREPRENEURSHIP

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DATE

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COURSE NAME

COURSE CODE

I. PHILOSOPHY/GOALS

A business launched without a business plan has poor odds of succeeding and is in danger of being detoured on a road to bankruptcy. The student is taught the basics of the business plan to dramatically improve the odds, and guide the business to success. This skeleton is used as a guide in the final preparation of THE PLAN

II. STUDENT PERFORMANCE OBJECTIVES

Upon successful completion of this course, the student will be able to:

1. Prepare a the skeleton of a typical business plan. This is in preparation for the final six weeks of the entrepreneurship program during which time the business plan is completed.
2. Define each component of the business plan
3. Collate sections of the business plan to be presented to different audiences

III TOPICS TO BE COVERED

1. The marketing plan
2. The human resources plan
3. The financial plan
4. The operations plan
5. The writing and rewriting of the plan
6. Supporting documentation

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IV. LEARNING ACTIVITIES

1.0 INTRODUCTION

Upon successful completion of this unit the student will be able to:

- 1.1 Assess work to be covered
- 1.2 Focus on the positioning of this course with respect to the entrepreneur, small business management and management of large organizations
- 1.3 Know the teaching methods to be used including class discussion, group work, overheads, films, guest speakers, field visits and term project. We will be referencing data from many textbooks and personal experiences.
- 1.4 Understand the evaluation methods thoroughly.
- 1.5 Know the teacher's expectations regarding attendance, participation, assignments, tests and final grades
- 1.6 Discuss the requirements and evaluation of the term project.
- 1.7 Fill in information file cards
 - . Name...Address...Telephone
 - . Previous Education
 - . Previous Employment
 - . Hobbies/Travel/Activities...that may impact on business
 - . Business Idea 1...2...3

2.0 INTRODUCTION TO PLANNING

Upon successful completion of this unit the student will be able to:

- 2.1 Quote Alice in Wonderland:
 - . "if you do not know where you are going, it really does not matter which path you take to get there"Quote text:
 - . "If you do not know where you are going you will end up somewhere else"

- 2.2 Plan a trip to Toronto with 3 children, spouse, and mother
- 2.3 Define the WHAT, WHY, WHEN, WHO, WHERE, HOW of any plan

3.0 DETAILED INTRODUCTION TO THE BUSINESS PLAN

Upon successful completion of this unit the student will be able to:

- 3.1 List the main headings of a typical business plan

Your business plan should include most, but not necessarily all sections for each business.

INTRODUCTION LETTER
COVER PAGE
EXECUTIVE SUMMARY
TABLE OF CONTENTS
MISSION STATEMENT
PRODUCT/SERVICE PLAN
OPERATION/PRODUCTION/MANUFACTURING/PROCESS
MARKETING PLAN
MANAGEMENT STRUCTURE
HUMAN RESOURCES
RISK ASSESSMENT
FINANCIAL PLAN
LEGAL
TAXES and near taxes
SCHEDULE OF MILESTONES
APPENDICES

- 3.2 Discuss the variations that the business plan may take
 - . Business Plan II - for venture capital
 - . Business Plan III - for lender/banker

4.0 GATHERING INFORMATION AND NETWORKING

Upon successful completion of this unit the student will be able to:

4.1 Define what we mean by networking (establishing contacts)

4.2 Develop a strategy to use the resources in your area

- i) List physical and geographic resources of the area
- ii) List existing business which can assist you
- iii) List financial resources in the area
- iv) List people resources
- v) List labour resources
- vi) List professional resources
- vii) List competitors
- viii) List media resources
- ix) List service clubs and their focus
- x) Organizations (Alzheimers, United Way)

4.4 Networking for prospects/referrals

4.5 Power networking (once operating)

5.0 DESCRIPTION OF THE INDUSTRY

Upon successful completion of this unit the student will be able to:

5.1 Determine your industry size

5.2 Determine industry trends

5.3 Determine industry characteristics

5.4 Determine industry outlook

6.0 THE MARKETING PLAN - RE-VISITED

Upon successful completion of this unit the student will be able to:

6.1 Discuss marketing scope and distribution

6.3 Detail their company's segment of the market. Market segments are described in terms of geography, demographics, psycographics

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- 6.4 Recognize market demands and trends
- 6.5 Detail major customers and concentration
- 6.6 Detail your sales tactics
- 6.7 Detail market share and sales..be very specific
- 6.8 Detail your marketing strategy
- 6.9 Detail your media mix
- 6.10 Compare competition (make a comparison in a chart if possible, if not describe each
 - i) Direct Competition
 - ii) Indirect Competition
 - iii) Unknown Competition

7.0 THE PRODUCT AND OPERATIONS/PRODUCTION PLAN

Upon successful completion of this unit the student will be able to:

- 7.1 Identify each product/service you will provide
- 7.2 Design each operation of you business
- 7.3 Manufacturing must prepare a thorough description of the manufactured product and the each operation in the manufacturing cycle

8.0 THE PRICING PLAN

Upon successful completion of this unit the student will be able to:

- 8.1 Discuss the three factors which influence your price:
 - i) Your cost (Cost Plus, Breakeven pricing)
 - ii) Your competition (price leader, follower, predator:
 - iii) your customer ("what the market can bear", supply/demand)
- 8.6 Consider factors which affect you costs

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9.0 THE PROMOTION PLAN

Upon successful completion of this unit the student will be able to:

- 9.1 List headings of items which must be covered

10.0 THE DISTRIBUTION PLAN

Upon successful completion of this unit the student will be able to:

- 10.1 List headings of items which must be covered

11.0 THE HUMAN RESOURCES PLAN

Upon successful completion of this unit the student will be able to:

- 11.1 Detail management structure
11.2 Detail employee structure

12.0 THE FINANCIAL PLAN (forecasting results)

Upon successful completion of this unit the student will be able to:

- 12.1 Understand each element of the financial plan
- i) Sales forecast by month first year, quarterly for second year, and yearly for years 3,4,5.
 - ii) Source and use of cash
 - iii) Loans needed and repayment schedules
 - iv) Pro Forma Profit and Loss (Income Statements)
 - v) Pro-Forma Cash Flow Statement
 - vi) Pro-forma balance sheet
 - vii) Break-even analysis
 - viii) Ratio analysis

12.2 List where to obtain this information

- . dreams
- . telephone calls find many expenses (PUC, telephone costs etc)
- . real estate agent...must get to know one
- . price quotations on inventory, equipment...fax to suppliers
- . governments
- . industry data in libraries etc
- . think and guess
- . watch competition

13.0 AFTER THE PLAN IS WRITTEN

Upon successful completion of this unit the student will be able to:

13.1 Rewrite the plan again and again

13.2 Sell the plan

IV EVALUATION METHODS

Class participation	20
Term Project (plan skeleton)	40
Tests 2@20	40

	100 %

A+=90-100 A=80-89 B=70-79 C=60-69 59 minus = incomplete

V REQUIRED STUDENT RESOURCES

TEXT: There will be no text for this course

VII SPECIAL NOTES

Students will be required to complete case problems, questions and reading assignments as assigned.

Students with special needs (eg. physical limitations, visual impairment, hearing impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with instructor.

Your instructor reserves the right to modify the course as he/she deems necessary to meet the needs of the students.

