COURSE OUTLINE: BCG210 - BUSINESS PLANNING

Prepared: Gabriel Araba
Approved: Bob Chapman - Dean

Course Code: Title	BCG210: BUSINESS PLANNING
Program Number: Name	2035: BUSINESS
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2025-2026
Course Description:	This Business Planning Course equips students with the practical tools and knowledge required to develop comprehensive and realistic business plans. Through lectures, case studies, collaborative projects, and the Kayak Entrepreneurship Business Simulation, students gain experience in planning, strategy development, financial forecasting, and presentation skills. This course prepares learners to think like entrepreneurs and intrapreneurs in real-world business settings.
Total Credits:	4
Hours/Week:	4
Total Hours:	56
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2035 - BUSINESS** VLO 2 Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives. VLO 3 Use current concepts/systems and technologies to support an organization`s business initiatives. VLO 4 Apply basic research skills to support business decision making. VLO 6 Perform work in compliance with relevant statutes, regulations and business practices. VLO 9 Describe and apply marketing and sales concepts used to support the operations of an organization. VLO 11 Outline and assess the components of a business plan.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of

	others.
	EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 10 Manage the use of time and other resources to complete projects.

Course Evaluation:	Passing Grade: 50%, D
	A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Books and Required Resources:	Kayak Entrepreneurship by Praxar Publisher: Praxar ISBN: Using OERs Online Simulation-Virtual Training Room- https://www.praxar.com/pr/learning.jsp

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Design and develop a comprehensive business plan for a new or existing venture.	1.1 Introduction to Business Planning: Purpose and audience of business plans, Types of business plans (startup, strategic, internal) 1.2 Writing Executive Summary: Key elements, Writing for impact and clarity 1.3 Ability to identify and carry out Market Analysis: Target market identification, Industry overview and competitive landscape 1.4 Developing a Marketing Strategy: Marketing mix (4Ps), Positioning and branding 1.5 Building and Operational Plan: Business structure, Supply chain and production, Human resource planning 1.6 Developing Financial Plan: Income statement, Cash flow projections, Funding requirements
Course Outcome 2	**Learning Objectives for Course Outcome 2**
2. Conduct market research and feasibility analysis to inform business planning.	2.1 Evaluate business ideas using tools like SWOT, PESTEL, and feasibility study techniques: Develop Opportunity Recognition & Business Idea Evaluation: Innovation and value proposition, Identifying customer pain points.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
3. Formulate marketing, operations, and financial strategies in a business context.	3.1 Develop realistic sales forecasts, cost projections, and breakeven analyses-Sales Forecasting Techniques, Market sizing, Bottom-up vs top-down forecasting, Cost Estimation-Fixed vs variable costs, Start-up vs operational costs, Pricing Strategy-Cost-plus, value-based, competition-based pricing, Breakeven Analysis-Contribution margin, Breakeven formula and scenarios
Course Outcome 4	**Learning Objectives for Course Outcome 4**
4. Apply business simulation tools to test and adapt	4.1 Simulate business operations using Kayak Entrepreneurship: Kayak Simulation Orientation: Tool

	business planning decisions.	introduction and navigation, Team formation and role assignment, Simulation Decision-Making (Rounds): Marketing spend, Product decisions, Pricing and staffing, Analysis and Strategy Adjustments: Review outcomes from each round, modify strategies using data insights 4.2 Carry out Simulation Debrief and Lessons Learned: Reflective discussion, Strategy-performance linkage
	Course Outcome 5	**Learning Objectives for Course Outcome 5**
	5. Improve written, oral, and visual communication skills	5.1 Improve Business Writing & Report Structuring, Engaging tone Clarity and professionalism 5.2 Developing Presentation Skills using Slide design and storytelling, Verbal and non-verbal communication 5.3 Creating a Business Plan and Business Pitching, Handling Q&A from stakeholders

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Business Plan (Written Report)	25%
Business Simulation Participation (Kayak)	15%
Class Participation & Peer Evaluation	10%
Final Pitch Presentation	15%
Market Research & Feasibility Report	15%
Midterm Exam (Theory & Application)	20%

Date: August 11, 2025

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.