



HMI204

Business & Professional Practice – Course Plan

Week	Outcomes	Format	Hrs	Topic/Content	Readings	Assignments	Assessment	Resources
1	1	Lecture	2	<p><u>Topic:</u> Introduction to small business from entrepreneurial point of view</p> <p><u>Description:</u> Introduction to Entrepreneurial Career</p> <p><u>Application:</u> Outline of assignments / business plan / tests etc.</p>	<p>As assigned by instructor</p> <p>Handouts as distributed</p>	<p>Assignment for next class – questions TBA</p>		<p>Books as assigned</p> <p><u>Text</u> – Business Plan to Business Reality – 3rd Ed. – James R Skinner</p>
2	1	Lecture	2	<p>Questions, group discussion</p> <p><u>Topic:</u> Introduction to Entrepreneurial Career / Small business application / building a small business</p> <p><u>Description:</u> Define small business / review and discuss structure / review organizational types / define client and services / discuss the business plan / group discussion</p> <p><u>Application:</u> Readiness / preparation for entrepreneurial venture /</p>	<p>As assigned by instructor</p> <p>Handouts as distributed</p>	<p>Assignment for next class – questions TBA</p>	<p>Weekly progress review of questions /quiz / assignments</p> <p>Submitted work review</p>	<p>As above</p>

3	1	Lecture	2	<p>Review of previous assignment / quiz/ questions</p> <p><u>Topic:</u> Business start up options / company overview / vision and mission statement</p> <p><u>Description:</u> Analyze business structures / discuss vision and mission statement / examine the business plan / review product, services and delivery structure / analyze competitive advantage / discuss financial considerations</p> <p><u>Application:</u> Analyze start up options / examine the business plan / write vision and mission statement</p>	<p>As assigned by instructor</p> <p>Handouts as distributed</p>	<p>Assignment for next class - write vision and mission statement</p> <p>Test / Quiz</p>	<p>Weekly progress review of questions / quiz / assignments</p> <p>Submitted work review</p>	As above
4	1	Lecture	2	<p>Review of previous assignment / questions</p> <p><u>Topics:</u> Business start up options / ethics /company overview/ competitive advantage / innovation and change</p> <p>Review test: Small business start up / entrepreneurship</p>	<p>As assigned by instructor</p> <p>Handouts as distributed</p>	<p>Assignment for next class – research tool applications</p>	<p>Weekly progress review of questions / quiz / assignments</p> <p>Submitted work review</p>	As above

5-6-7-8-9	1,2	Lecture	10	<p>Review of previous assignment / home work/ test /questions</p> <p><u>Topics:</u> Introduction to a Business Plan; Foundations of planning; Market research / product strategy / advertizing / promotion</p> <p><u>Description:</u> Prepare an oral and written business plan / review format and lay-out of a business plan</p> <p><u>Application:</u> What is a business plan / forecasting requirements / preparing and writing a business plan / research / format preparation</p>	<p>As assigned by instructor</p> <p>Handouts as distributed</p>	<p>Assignments for next 4 classes (weeks 6,7,8,9) – prepare marketing (1), management (2), operating (3) and financial (4) plans</p> <p>Test / Quiz / and or assignment for hand-in</p>	<p>Weekly progress review of questions / quiz /assignments</p> <p>Weekly review of business plan progress and application</p>	As above
10	2	Lecture	2	<p>Review of previous assignment / home work/ review test #2 /questions</p> <p><u>Topics:</u> Continuation of Business Plan development</p> <p><u>Description:</u> business plan - complete summary and supporting documentation</p> <p><u>Application:</u> complete preparation of the oral and written business plan</p>	<p>As assigned by instructor</p> <p>Handouts as distributed</p>	<p>Assignments – completing the financial plan – title page, table of contents, summary, and supporting documents</p>	<p>Weekly progress review of questions / quiz / assignments</p> <p>Weekly review of business plan portfolio and application</p>	As above

				Review Test # 4				
11-12	2,3	Lecture	4	<p>Review of previous assignment and test / questions</p> <p><u>Topic:</u> Small business marketing / planning / advertising / promotion expenditure / pricing strategies / break even analysis / goal setting / managing change / competitive advantage</p> <p><u>Description:</u> final preparations for oral presentations – (peer practice week #11)</p> <p><u>Application:</u> Research financial considerations</p>	<p>As assigned by instructor</p> <p>Handouts as distributed</p>	<p>Assignments for weeks 14 and 15 – review and prepare for business plan presentations; financial considerations</p> <p>Test / Quiz</p>	<p>Weekly progress review of questions / quiz / assignments</p> <p>Review business plan portfolio / progress and application</p>	As above

13	2,3	Lecture	2	<p>Review of previous assignment / home work/ questions</p> <p><u>Topics:</u> Financing requirements / sources of financing / start up funds / organizational format – i.e. incorporation</p> <p><u>Description:</u> : Research various options – start up / buy-out / franchise / sources of financing/ legal considerations</p> <p><u>Application:</u> business plan presentations</p>	As assigned by instructor	<p>Assignment for next classes –</p> <p>- group presentations</p>	<p>Weekly progress review of questions / quiz / assignments</p> <p>Review business plan portfolio / progress and application</p> <p>business plan presentations</p>	As above
14	2,3	Lecture	2	<p>Review of previous assignment / home work/ questions / preparation for final test</p> <p><u>Topics:</u> Introduction to management / organization / time management / customer servicing / customer satisfaction / ethics / legal implications</p> <p><u>Description</u> : Financial management / office administration / office management</p> <p><u>Application:</u> business plan presentations</p> <p>Hand-in completed business plans</p>	As assigned by instructor	<p>Assignment for next classes</p> <p>– group presentations</p>	<p>Weekly progress review of questions / quiz / assignments</p> <p>business plan presentations</p>	As above

15	1,2,3	Lecture	2	<p>Review and discussion of completed business plans</p> <p><u>Topics:</u> Business plans</p> <p><u>Description:</u> Return of completed business plans – discussion</p>		<p>Assignment for next classes</p> <p>- group presentations</p> <p>- review for final test</p>	Completed business plans	As above
16	1,2,3	Lecture	2	Review Final Test / Business plan feedback and discussion		Final test		