

**College of San Mateo
Official Course Outline**

1. **COURSE ID:** BUS. 174 **TITLE:** The Business Plan
Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours
Method of Grading: Letter Grade Only
Prerequisite: BUS. 150
Recommended Preparation:
 Eligibility for ENGL 100, or Eligibility for ENGL 105
2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU
3. **COURSE DESCRIPTIONS:**
Catalog Description:
 A key component of a business' underlying success is the development of the business plan. This course builds on the short business plan created in BUS150, and provides students with tools needed to complete a comprehensive business plan.
4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**
 Upon successful completion of this course, a student will meet the following outcomes:
 1. Explain sections of a business plan (Organizational plan, Marketing Plan, Location Plan).
 2. Compile and write a comprehensive business plan.
5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
 Upon successful completion of this course, a student will be able to:
 1. Explain sections of a business plan (Organizational plan, Marketing Plan, Location Plan).
 2. Compile and write a comprehensive business plan.
6. **COURSE CONTENT:**
Lecture Content:
 1. **The Business Plan**
 Overview of the Business Plan
 Preparing a Business Plan
 Resources for Business Plan Preparation
 Keeping the Right Perspective
 - a. **The Marketing Plan**
 What is Small Business Marketing?
 The Formal Marketing Plan
 Marketing Research for the Small Business
 Understanding Potential Target Markets
 Estimating Market Potential
 - b. **The Organizational Plan**
 Building a Management Team
 Choosing Legal Form of Organization
 Forming Strategic Alliances
 The Board of Directors
 - c. **The Location Plan**
 Locating the Brick-and-Mortar Startup
 Designing and Equipping the Physical Facilities
 Locating the Startup in the Entrepreneur's Home
 Locating the Startup on the Internet
7. **REPRESENTATIVE METHODS OF INSTRUCTION:**
 Typical methods of instruction may include:

- A. Lecture
- B. Other (Specify): Group Exercises, Writing projects

8. **REPRESENTATIVE ASSIGNMENTS**

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Writing a comprehensive business plan.

Reading Assignments:

Assigned readings from course textbook.

9. **REPRESENTATIVE METHODS OF EVALUATION**

Representative methods of evaluation may include:

- A. Class Participation
- B. Written examination
- C. Business Plan

10. **REPRESENTATIVE TEXT(S):**

Possible textbooks include:

- A. Hal Shelton. *The Secrets to Writing a Successful Business Plan: A Pro Shares a Step-By-Step Guide to Creating a Plan That Gets Results*, 2 ed. Summit Valley Press, 2017

Origination Date: October 2019

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Course Originator: Peter von Bleichert