SYLLABUS

Course Information:

Winter 2024
The Business Plan
- Course Number: BUSD058
- Course Section: 63Z
- CRN: 38691
- Days and Time: This is a fully online asynchronous course, which means that we will not have an official meeting time or place.

Course Requirements:

- **Requisites**: - EWRT 211 and READ 211 (or LART 211), or ESL 272 and 273; BUS 55.

- **Course Description:** Effectively organize the resources required to establish a new business and obtain financing by writing an analysis of the prospective business enterprise.

- **Required Textbook: No textbook is required for this class.** It is therefore important that you review all the materials under the weekly modules on Canvas.

     Highly Recommended Supplements:

     A. Capital One Bank – Business Plan Workbook
     https://www.capitalone.com/media/doc/small-business-bank/capone-business-plan-workbook-eng.pdf

     B. HubSpot Business Plan Template – Click below:

     Business Plan
     Template — HubSpc

Student Learning Outcomes (SLOs)

By the end of the course, you should be able to:
- Develop and conduct a Feasibility Study Analysis for a business plan.
- Write a business plan and deliver an effective presentation to potential investors.

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Course Objectives:

By the end of the course, you should be able to:

- Identify the reasons for writing a business plan.
- Learn how to conduct a Feasibility Analysis
- Identify and evaluate the key components of the business plan: executive summary, company description, products and services, marketing plan, operational plan, management team and organization, startup expenses and capitalization, and financial plan.
- Demonstrate the ability to identify business risks and prepare contingency plans.
- Prepare for and deliver an effective business plan presentation to potential investors.

Remarks on developing and conducting a Feasibility Study Analysis for a business plan for this course:

The most effective business plans are part of a comprehensive process that includes:

(1) identifying a business idea,
(2) screening the idea (or ideas) to determine their preliminary feasibility,
(3) conducting a feasibility analysis to see if proceeding with a business plan is warranted, and
(4) writing the plan.

The most compelling facts a company can include in a business plan are the results of its own feasibility analysis, particularly if the analysis includes feedback from industry experts and prospective customers.

Instructor has concluded that conducting a feasibility analysis as well as writing a business plan in a 12-week period to be quite overwhelming for most students. Therefore, we will not be conducting any feasibility study. However, a Feasibility Analysis Template and a Sample Feasibility Study are included in Week 2 on Canvas for you to review.

Requirements:
- Complete the orientation on Distance Learning at **Orientation**
- Click here for **Canvas Student Guide**
- Reading and Review: Each week you should read the materials that are listed om Canvas.

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Instructor Information:

Instructor:	Oduro 'Tach' Takyi
Email:	**takyioduro@fhda.edu**
Office Hours:	Online video conferencing through Zoom on Tuesdays at 2pm PST. Students access the meeting by clicking 'on Zoom' on the 'Home' page on Canvas.

Instructor to Student Contact:

I enjoy working with students and want you to know that your success is paramount to me. The best way to contact me is via the Canvas Inbox, or you can also email me at **takyioduro@fhda.edu**. I will get back to you within 24 hours.

- I will send out weekly announcements in the Announcement Forum to keep you up to date on the course. Therefore, you must check the Announcement Forum weekly.
- I will grade your work within 72 hours of the due date, provide feedback to help you improve your assignments, and accept revisions when needed.
- I will foster an atmosphere of respect, trust, and collegiality.

Business Plan Outline:

"There's no right or wrong way to write a business plan. What's important is that your plan meets your needs.

Most business plans fall into one of two common categories: *traditional* or *lean startup.*

Traditional business plans are more common. They use a standard structure and encourage you to go into detail in each section. They tend to require more work upfront and can be dozens of pages long.

Lean startup business plans are less common but still use a standard structure. They focus on summarizing only the most important points of the key elements of your plan. They can take as little as one hour to make and are typically only one page."*****

**Source: U.S. Small Business Administration*

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You might prefer a traditional business plan format if you're very detail-oriented, want a comprehensive plan, or plan to request financing from traditional sources.

When you write your business plan, you don't have to stick to the exact business plan outline. Instead, use the sections that make the most sense for your business and your needs.

The format of the business plan for this class (the traditional type) is outlined below:

1. Executive Summary
2. Company Description
3. Products and Services
4. Marketing Plan
5. Operational Plan
6. Management Team and Organization
7. Startup Expenses and Capitalization
8. Financial Plan
9. Presenting the Plan
10. Appendices

- **Business Plan Assignments**

1. Developing and conducting a Feasibility Study Analysis. We will proceed on the assumption that your business plan idea is feasible. You will be provided with a Feasibility Analysis Template. A sample Feasibility Study will also be made available for you to review and study.
2. You will write a business plan based on provided templates.
3. You will deliver an effective presentation to potential investors based on a provided template.
4. There will be a Shark Tank assignment.
5. There will also be discussions.

- **Discussions**

Discussions are based on scenarios presented by the instructor. Contributing to and participating in the discussions are requirements of the course. Essentially, as long as you post on time, make an attempt to answer the prompt, and do not go off on too wild a tangent, you will do fine on discussions. **Please note that failure to participate in a discussion, by commenting on a fellow student's post, will result in a failing grade of a D.**

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Discussion Rubric:

Criteria	A Level Work Outstanding Response 30 points	B Level Work Good Response 20 points	C Level Work Marginal Response 15 points
Participation in the Learning Community	Discussion postings actively stimulate and sustain further discussion by building on peers' responses	Discussion postings contribute to the ongoing conversations. of the class	Discussion postings sometimes contribute to ongoing conversations
Comprehension	Demonstrates a keen grasp of key concepts; provides evidence to support statements	Demonstrates a basic understanding of key concepts; refers to evidence to support statements	Some understanding of concepts demonstrated, supporting evidence for statements shaky or missing
Clarity	Message is written clearly and concisely; well organized and complete	Message is clear and well organized but may include irrelevant information; answers all parts of the question	Message is not well organized; contains some irrelevant information; may have neglected to answer a part of the question
Quality of Writing & Proofreading	Written responses are free of grammatical, spelling or punctuation errors. The style of writing facilitates communication	Written responses include a few grammatical, spelling or punctuation errors that distract the reader	Written responses contain numerous grammatical, spelling or punctuation errors. The style of writing does not facilitate effective communication.

Assignments/Discussions and Due Dates:

Assignment/Discussion	Due Date
Discussion – Introduce Yourself and Say Hi to Your Classmates	Jan 15, 2024
Discussion – Unsolved Problems as Sources of New Business Ideas	Jan 22, 2024
Assignment - Company Description	Jan 29, 2024
Discussion – Turning a Cake-Decorating Hobby into a Business: Need for a Mission Statement	Feb 5, 2024
Assignment - Marketing Plan	Feb 12, 2024

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Assignment - Operational Plan	Feb 19, 2024

Assignment - Management Team & Organization	Feb 26, 2024
Assignment - Startup Expenses & Capitalization	Mar 4, 2024
Discussion – Reviewing the Order of Financial Projections	Mar 11, 2024
Assignment - Financial Projections/Plan	Mar 11, 2024
Assignment - Executive Summary	Mar 18, 2024
Assignment - Shark Tank	Mar 25, 2024
Assignment - Business Plan Document	Mar 29, 2024
Assignment - 12-Slide Business Plan PowerPoint Presentation	Mar 29, 2024

Rubrics for the business plan segments will be emailed when the first segment is due.

Examination: No examination is required for this class.

Grading:

Component	Points	Weight
Business Plan Segments	800	67%
Business Plan Presentation/Pitch	200	17%
Discussions	100	8%
Shark Tank Assignment	100	8%
Total Possible Points	**1000**	**100%**

Grading Scale based on points:

Points	Grade	Points		Grade
970-1000	A+	760-799		C+
930-969	A	700-759		C
900-929	A-	660-699		D+
860-899	B+	630-659		D
830-859	B	600-629		D-
800-829	B-	0-599		F

Extra Credit: This will be determined by the circumstances.

Attendance/On Time Policy:

This is an asynchronous online course, which means we will not have an official meeting time or place (actual or virtual). Instead, the success of this course depends on your keeping up with the syllabus, your level of involvement with Canvas, and the online activities Canvas.

Even though it is asynchronous, it does not mean that there is no time component. In fact, the success of many of the activities depends on your participation in a timely manner.

If for any reason, you are facing any difficulties, or encountering any issues which prevents you from submitting your assignment on time, please let me know; I cannot read your mind.

During the first week of the quarter, by 11:59pm on Thursday, January 11, 2023, you must check into the class by sending instructor the following notification in Canvas: "This is notification to instructor that I have checked into the class."

Late Assignments: A deduction will be assessed against all assignments that are not submitted on time.

Dropping in general: There is a deadline for drops. After the deadline neither you nor your instructor can drop you. If, for whatever reason, you choose to drop or withdraw from this course, it is your responsibility alone to initiate the drop or withdrawal by the appropriate deadline online. Since this is an online class, instructor will drop students who fail to submit two consecutive assignments. Instructor will also drop students who fail to take the Mid Term Exam.

Withdrawal: A 'W' is assigned to drops after the first two weeks of a regular 12-week term and/or 20% of a course if a shorter-term course. A 'W' will be assigned to all drops between 20% and 75% of a term.

Click here for the [Academic Calendar](#)

Incompletes: An 'incomplete' grade is only appropriate for verifiable unforeseen illness/injury or other unforeseen emergency situations; not doctor's appointments you forgot you had and did not reschedule, jury duty you could have requested to do after the quarter is over, or because you forgot to drop in time. At least 75% of the class must have been completed to qualify for an 'Incomplete' status.

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Academic Integrity

Instructor does not expect you to cheat in this class but, for all your classes, you should be aware of the college Academic Integrity Policy and its consequences for students, as outlined here: Academic Integrity:

"**Cheating** is the act of obtaining or attempting to obtain credit for academic work through the use of dishonest, deceptive or fraudulent means… **Plagiarism** is representing the work of someone else as your own" (and the Student Handbook gives many detailed examples), and these statements:

"It is the student's responsibility to know what constitutes academic dishonesty…When students are caught cheating or plagiarizing, a process is begun which may result in severe consequences." The consequences can include "receiving a failing grade on the test, paper or exam…receiving a grade of F in the course…being placed on disciplinary probation…suspension."

The following would be considered violations of academic integrity:

1. If a student has another person/entity do the writing of any substantive portion of an assignment for them, which includes hiring a person or a company to write essays and drafts and/or other assignments, research-based or otherwise, and using artificial intelligence affordances like ChatGPT;

2. If a student submits the same work for more than one class without consulting with the instructors.

Content generated by an Artificial Intelligence third-party service or site (AI-generated content) without proper attribution or authorization is a form of plagiarism**.** If you are unsure about whether something may be plagiarism or another form of academic dishonesty, please reach out to me to discuss it as soon as possible. If found responsible for academic dishonesty, a grade penalty can also be applied.

Click here for How to Cite AI Tools: A Guide for Students - Faculty Club (coursehero.com)

Click here for Mutual Respect (deanza.edu)

Click here for Student Rights & Responsibilities

Click here for Student Grievance Procedure
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Click here for Cares Emergency Care Funds

Click here for Students with Special Needs

Monday to Thursday - 9:00 AM to 5:00 PM
Friday - 9:00 AM to 4:00 PM, when classes are in session.
Contact: [Online Education Center Hours of Operation:](#)
Telephone number: 408.864.896

Student Success Center: Need help with this course? Want to have more personal connections this quarter? Student Success Center tutors and workshops are ready for you! Watch the [SSC Welcome Video](#) to learn more.

Go to [De Anza College Tutoring](#) and click to join a Zoom tutoring room during open hours.

After-hours or weekend tutoring: See the [Online Tutoring](#) page for information about NetTutor (via Canvas) or Smarthinking (via MyPortal).

Workshops:

Attend a [Skills Workshop](#), a [content-specific math/science workshop](#), an [Accounting chapter review workshop](#), or a [Listening and Speaking workshop](#).

Resources: Join the [SSC Resources Canvas site](#) to see content and learning skills links.