COURSE SYLLABUS
Southeast Missouri State University

Department of Management and Marketing
Course No: BA561

Title of Course: Business Planning for New Ventures
Revision: Spring 2012

I. Catalog Description and Credit Hours of Course:

Entrepreneurial analysis with a primary emphasis on strategic and business planning for a new venture; an applied course where students develop comprehensive business plans. (3 credit hours)

Course Description:

In this course, students form teams to pursue their own or an outside entrepreneur’s commercial or social venture. The first session will feature a "Team Formation" event where students and community members pitch their ideas and opportunities to the class. During the semester, the teams are supported and advised by the Instructor, and Mentor(s) from the Innovation Center and business community as they research and develop business plans. Academic deliverables include two presentations to expert panels and founders, and a comprehensive business plan for commercial ventures or sustainability plan for social ventures.

II. Prerequisite(s):

BA361 or MBA Program admission or consent of instructor

III. Purposes or Objectives of the Course:

Upon completion of this course the student should be able to:

A. The primary objective of this course is to provide students a real-world experience developing a professional quality business plan. The business plans developed in the course are completed on behalf of a founder (outside client or student) that intends to create and launch the venture. The experience will provide students an opportunity to put themselves in the shoes of an entrepreneur at the most critical phase of venture development.

Entrepreneurs attempting to launch new ventures in the real world have varying levels of business knowledge, skills, and experience. The business plan experience is an equally compelling learning opportunity for students with varied requisite knowledge. For students that have completed the business core it serves as a robust context to integrate previous business fundamentals. For students that have non-business backgrounds it serves as a context to encounter a wide variety of business fundamentals for the first time.

IV. Student Learning Outcomes:

Upon completion of this course the students will be able to:

A. compare the sources of equity and debt financing available to startup ventures.

B. formulate a financial plan for a prospective startup venture.

C. construct and present a comprehensive business plan.
V. Expectations of Students:
   A. Compare the sources of equity and debt financing available to startup ventures.
   B. Formulate a financial plan for a prospective startup venture.
   C. Construct and present a comprehensive business plan.

VI. Course Content or Outline: Hours
   A. Venture analysis and strategy 6
   B. Business planning resources 6
   C. Industry and competitor analysis 3
   D. Venture and product/service 3
   E. Marketing plan 3
   F. Operations 3
   G. Development plan 3
   H. Venture team 3
   I. Risk assessment 3
   J. Financial plan 6
   K. Business plan presentation 6

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VII. Textbook(s) and/or Other Required Materials or Equipment

The course will use a current textbook or current textbooks and/or collection of articles and other materials. Some possible examples are:

A. Required Textbook

B. Selected Readings from Periodicals
   1. Journal of Business Venturing
   2. Entrepreneurship: Theory and Practice
   3. Journal of Small Business Management
   4. Journal of Business and Entrepreneurship
   5. Academy of Management Journal
   6. Academy of Management Review
   7. Entrepreneur
   8. Fortune
   9. Harvard Business Review
   10. Inc.
C. Other readings as required by the instructor

   John Wiley & Sons, Inc.

VIII. Basis for Student Evaluation

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<thead>
<tr>
<th></th>
<th>Undergraduate</th>
<th>Graduate</th>
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</thead>
<tbody>
<tr>
<td>A. Cases and experiential exercises</td>
<td>20%</td>
<td>15%</td>
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<tr>
<td>B. Midterm examination</td>
<td>10%</td>
<td>10%</td>
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<tr>
<td>C. Team project meetings and reports</td>
<td>25%</td>
<td>15%</td>
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<tr>
<td>D. Team written business plan</td>
<td>25%</td>
<td>25%</td>
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<tr>
<td>E. Team business plan presentation</td>
<td>20%</td>
<td>15%</td>
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<tr>
<td>F. Major individual research-based term project.</td>
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The weight of the evaluation criteria may vary according to each instructor and will be communicated at the beginning of the course.