



## **BMGT 2400**

**Division:** Business and Technology

**Department:** Business Management

**Course:** BMGT 2400

**Title:** Writing a Business Plan

**Catalog Description:**

In this course students discuss the activities and processes involved in starting and operating a business. The course is designed to teach students the quantitative and qualitative analytical means to screen business ideas and opportunities. The business plan project facilitates learning and experiencing the what, when, why, where, and how of entrepreneurship.

**General Education Requirements:** N/A

**Semesters Offered:** Spring

**Credit/Time Requirement:** Credit: 3; Lecture: 3; Lab: 0

**Clock/Hour Requirements:** 0

**Offered for Non-Credit:** Yes

**Justification:**

This course is offered at many community colleges and should be offered at Snow College in order to help students prepare to run their own businesses or to be managers. The course may be used by students completing their two-year degrees or as an elective if they are transferring and pursuing their four-year degrees. It is a comprehensive study of areas of operations and management of the small business enterprise.

**Student Learning Outcomes:**

After completing this course, students will learn and demonstrate the following:

- How to write a comprehensive business plan.
- Determine the feasibility of starting a business.
- Understand the activities and processes involved in running a business.
- Be prepared to implement a business plan.

**Content:**

Part One: The Challenge

Small Business: An Overview

Small Business Management, Entrepreneurship, and Ownership

Part Two: Planning in Small Business  
Social Responsibility, Ethics, and Strategic Planning  
The Business Plan

Part Three: Early Decisions  
Franchising  
Taking Over and Existing Business  
Starting a New Business

Part Four: Financial and Legal Management  
Accounting Records and Financial Statements  
Small Business Finance  
The Legal Environment

Part Five: Marketing the Product or Service  
Marketing Small Business

Small Business Marketing: Product

Small Business Marketing: Place

Small Business Marketing: Price and Promotion

Part Six: Managing Small Business  
International Small Business  
Professional Small Business Management  
Human Resource Management  
Operations Management

### **General Education Outcomes:**

2) Write clearly, informatively, and persuasively.

Students are required to research and write an in-depth business plan. The purpose of the business plan is to understand the operations of a small business and to provide direction for the business. The business plan also serves as an important persuasive tool for potential partners and financial institutions. Student writing will be assessed through written feedback.

6) Apply computational skills to a variety of contexts.

The student will learn to use a variety of computational skills to compute: product pricing, product margins, break-even analysis, and the preparation and analysis of financial statements. Calculations will be verified and revised.

### **Key Performance Indicators:**

Students will be assessed through examinations (there will be three examinations and a final exam covering the **BMGT 2400**

lectures, homework, exercises, and class discussions). Student progress will also be assessed through assignment review such as the business interview, the written business plan and the oral business plan presentation.

Students will be assessed based on the following ratio:

Business Plan (written): 25%

Business Plan (oral): 10%

Exams: 40%

Interview Assignment: 10%

Participation and Attendance: 15%

Percentages are approximate.

**Representative Text and/or Supplies:**

Small Business Management, Entrepreneurship and Beyond, Hatten, Houghton Mifflin (current edition)

**Optimum Class Size:** 24

**Maximum Class Size:** 32

**Signatures:**

I hereby submit this course syllabus:

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I hereby find this course consistent with the goals and resources of the Business Management Department:

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Russ Johnson, MIM, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

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Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

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Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

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Michelle Olsen, MLS, Campus Librarian (Richfield Campus)