



## Course Number and Title: ENT 285 Business Plan Development

**Campus Location:**

Georgetown, Dover, Wilmington

**Effective Date:**

2022-51

**Prerequisite:**

ENT 103 or concurrent, ENT 211 or concurrent

**Co-Requisites:**

None

**Course Credits and Hours:**

3.00 credits

3.00 lecture hours/week

0.00 lab hours/week

**Course Description:**

In this course, students prepare professional, comprehensive business plans that guide student business start-ups and address capital funding. Students present their business plans to community leaders.

**Required Text(s):**

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

**Additional Materials:**

None

**Schedule Type:**

Classroom Course

Hybrid Course

**Disclaimer:**

None

**Core Course Performance Objectives (CCPOs):**

1. Develop a detailed business concept with goals and objectives. (CCC 1, 2, 4; PGC 1, 2, 4, 7, 8)
2. Assess business research to refine the business concept. (CCC 1, 2, 4, 5, 6; PGC 1, 2, 3, 4, 7, 8)
3. Formulate a marketing plan for the targeted segment. (CCC 1, 2, 4, 5; PGC 1, 2, 4, 6, 7)
4. Prepare financial projections. (CCC 1, 2, 5, 7; PGC 1, 3, 5, 7)
5. Design organization, operations, and technology plans. (CCC 1, 2, 5; PGC 1, 3, 7)
6. Construct a comprehensive business plan. (CCC 1, 2, 4, 5, 6; PGC 1, 2, 3, 4, 5, 6, 7, 8)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

**Measurable Performance Objectives (MPOs):**

Upon completion of this course, the student will:

1. Develop a detailed business concept with goals and objectives.
  1. Differentiate a business concept within the current business environment.
  2. Describe products and/or services of the business concept in industry terms.
  3. Illustrate the business concept's value proposition.
  4. Explain the market need for the business concept.
  5. Write mission and vision statements to support the business's direction.
  6. Identify short-term and long-term goals and objectives for the business venture.
2. Assess business research to refine the business concept.
  1. List research questions to examine all facets of the business venture.
  2. Collect data on the feasibility and specifics of the business concept.
  3. Collect data on industry trends.
  4. Calculate strategic opportunities within the identified industry.
  5. Analyze the data for its applicability to the business concept.
  6. Determine business segments and targets from the data.
  7. Apply the selected data to focus and refine the business venture.
3. Formulate a marketing plan for the targeted segment.
  1. Illustrate specific methods for marketing and promoting the business concept.
  2. Develop a marketing and/or promotion message based on the company's strategic position.
  3. Identify the target market for each product/service offered.
  4. Explain the pricing strategy in terms of product/service positioning.
  5. Discuss the company's physical location in terms of distribution and customer advantage.
4. Prepare financial projections.
  1. Calculate the break-even analysis for the venture's profitability.
  2. Formulate cash-flow projections for accounts receivable and accounts payable expectations.
  3. Describe sources and use of funds for financing the business.
  4. Explain compensation plans and benefit packages for all employees.
  5. List operating expenses for both fixed and variable costs.
  6. Identify risks and risk mitigation strategies.
5. Design organization, operations, and technology plans.
  1. Identify key personnel and decision makers.
  2. Discuss the legal structure chosen for the business and the division of responsibilities of the company's principals.
  3. Examine the basic business operations, including production, inventory control, supply, and distribution.
  4. Discuss customer relationship management.
  5. Describe technology needs in terms of product/service support and administrative support.
6. Construct a comprehensive business plan.
  1. Propose a business concept as a sustainable commercial venture.
  2. Write a concise executive summary of the business concept.
  3. Illustrate the company's mission and vision with a detailed company description.
  4. Classify the information gathered into business plan sections.
  5. Apply a business plan format to a professional document for formal presentation.

**Evaluation Criteria/Policies:**

The grade will be determined using the Delaware Tech grading system:

|    |   |     |   |   |
|----|---|-----|---|---|
| 90 | - | 100 | = | A |
| 80 | - | 89  | = | B |
| 70 | - | 79  | = | C |
| 0  | - | 69  | = | F |

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

**Final Course Grade:**

Calculated using the following weighted average

| Evaluation Measure  | Percentage of final grade |
|---|---------------------------|
| Business Plan Section Reports   | 60%                       |
| Comprehensive Business Plan Oral Report   | 20%                       |
| Formative Assessments (Discussion Boards, Homework Assignments, Quizzes, Participation) | 20%                       |
| TOTAL   | 100%                      |

**Core Curriculum Competencies (CCCs are the competencies every graduate will develop):**

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

**Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):**

1. Demonstrate entrepreneurial leadership characteristics.
2. Conduct market analysis and opportunity assessment.
3. Perform risk assessment and select risk management strategies.
4. Articulate a business vision and plan that demonstrates value to the marketplace and the investor.
5. Plan capital formation to fund business start-up and operation.
6. Utilize effective marketing, advertising and customer strategies.
7. Integrate personal, professional, ethical and legal standards into business decision-making.
8. Transform innovation into a product or service with sustainable commercial potential.

**Disabilities Support Statement:**

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.