

DE ANZA COLLEGE
BUS 58: THE BUSINESS PLAN

Unit(s): 4 || Hours: Four hours lecture (48 hours total per quarter). || General Education Status:
Non-GE || Program Status: Program Applicable || Credit Status: Credit - Degree applicable ||
Grading Method: Letter Grade

Instructor: Oduro 'Tach' Takyi
Email: takyioduro@fhda.edu
Telephone: 510-684-8960
Office Hours: Online

Course Description:

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

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

Learning Outcomes:

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.

Course Objectives:

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

- Identify the reasons for writing a business plan
- Conduct a Feasibility Analysis
- Identify and evaluate the key components of an Industry
- Identify and evaluate the key components of a Market
- Identify and evaluate the key components of a Marketing Plan
- Identify the management team and the company structure
- Identify and evaluate the key components of an Operations Plan and Product (or Service) Development Plan
- Demonstrate the ability to identify business risks and prepare contingency plans
- Identify the critical components of a Financial Plan

- Prepare a compelling Executive Summary for the business plan
- Prepare for and deliver an Effective Business Plan Presentation

Resources Required:

- **Textbook:** Bruce R. Barringer , “Preparing Effective Business Plans: An Entrepreneurial Approach”, Pearson Prentice Hall, Second Edition, 2015
- **Technology:** The following technology is required in order in order to access the course materials:
 - You will need a **computer** (on Windows-Minimum of PII 300 MHz; on Mac-G3 350 MHz) with **broadband access** (at least 256k) to the Internet.
 - You need to have a **current browser** in order to view the web-based course materials (**Firefox** is recommended). You also need to allow cookies, Java, and pop-ups.
 - You will need to download and install the free **Real Player media player** in order to view / listen to videos.
 - You will need to download **Flash** to view the **presentations** in their graphical format. (Most people already have this installed.)
 - You will also need a **personal email address** to receive course announcements.

Requirements:

- **Orientation:** Complete the orientation on Distance Learning at <https://sway.com/p6KDTuWl0k3kztfg>
- **Reading and Review:** Each week you should read the assigned chapter of the textbook and view the corresponding PowerPoint presentation.
- **Business Plan Assignments**
 1. **Weekly submissions:** You will submit segments of your business plan for instructor review and evaluation.
 2. **Feasibility Analysis:** You will start conducting a Feasibility Analysis/Study during the third week. This study will be due during the 9th week of the course. You will be provided a Feasibility Analysis Template to complete the Feasibility Study.
 3. **Power-Point Presentation:** You will submit a 12-slide PowerPoint presentation of your business plan.
 4. **Business Plan document:** You will submit your final business plan.

- **Online Forum Discussions**

These are discussions based on chapters from the textbook. Contributing to and participating in the discussion forums are requirements of the course. These discussion forums allow you to demonstrate your understanding of course concepts and learn from the experiences of your classmates. These assignments will be evaluated according to the Discussion Rubric indicated in the table below. There are no make-ups if you miss an assignment deadline.

Discussion Rubric

Criteria	A Level Work Outstanding Response	B Level Work Good Response	C Level Work Marginal Response
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.	Demonstrates some understanding of concepts; supporting evidence for statements is 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.

- **Assignment Due Dates**

- **Online Forum Discussions:** You must log on to the course website weekly to participate in the Forum Discussion and submit your assignments.
- **Business Plan Segment Submissions:** Please see the table below for assignment due dates.

ASSIGNMENT	DUE DATE
Company Description	October 23, 2017
Industry and Market Analyses	October 30, 2017
Marketing Plan	November 6, 2017
Management Team & Company Structure	November 13, 2017
Operations Plan & Product Development Plan	November 20, 2017
Financial Projections	November 27, 2017
Feasibility Study	November 27, 2017
Executive Summary	December, 4 2017
12-Slide PowerPoint Presentation	December 14, 2017
Complete Business Plan Document	December 14, 2017

- **Examinations**

Midterm: Covers Chapters 1 – 5 of the textbook. It is open on Saturday, October 28, 2017, and closes on Monday, October 28, 2017, 11:59 pm, Pacific Standard Time.

Final Exam: Covers chapters 6 – 10 of the textbook. It is open on Saturday, December 9, 2017, and closes on Monday, December 11, 2017, 11:59 pm, Pacific Standard Time.

Grading:

Component	Points	Weight
Online Forum Discussions	150	15%
Business Plan Segments: Weekly Submissions	350	35%
Business Plan: Feasibility Analysis	150	15%
Business Plan: 12-Slide PowerPoint Presentation	100	10%
Business Plan: Final Document	50	5%
Mid-Term Examination	100	10%
Final Examination	100	10%
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

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.

Late Assignments: A 5-point deduction will be assessed against all assignments that are not submitted on time.

Dropping:

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 withdraw by the appropriate deadline, either online or in person. 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.

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.

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.

Important Dates:

Source for these dates: <http://www.deanza.fhda.edu/calendar/>

Source for final exams: <http://www.deanza.edu/calendar/finalexams.html>

Academic Integrity:

I don't 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.

You will be required to comply with all rules and regulations as outlined in the De Anza College Student Handbook

<http://www.deanza.edu/studenthandbook/index.html> (especially the section on academic integrity <http://www.deanza.edu/studenthandbook/academic-integrity.html>) as well as any in the De Anza College Catalog <http://www.deanza.edu/publications/catalog/>).

All information in the student handbook applies in this course and students will be held accountable for this information. In addition to outlining expectations of classroom behavior, the handbook contains many helpful resources for students.

In the handbook you will find descriptions of cheating and plagiarism: "**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."

Note to Students with Disabilities

If you have a disability-related need for reasonable academic accommodations or services in this course, provide instructor with a Test Accommodation Verification Form (also known as a TAV form) from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give five days' notice of the need for accommodations. Students with disabilities can obtain a TAV form from their DSS counselor (864-8753—DSS main number) or EDC advisor (864-8839—EDC main number).

Online Education Center Hours of Operation

Monday to Thursday - 9:00 AM to 5:00 PM

Friday - 9:00 AM to 4:00 PM, when classes are in session.

Online Tutoring

De Anza College provides all registered students with online tutoring service through NetTutor. Online tutoring is available in a wide variety of subjects, 24/7, to supplement on-campus tutoring that Student Success Center provides. This service is available to all students who have courses in Canvas and takes the place of SmartThinking. There is new link in your course Navigation: NetTutor. With NetTutor, students can sign up for synchronous sessions, as well as get asynchronous help with questions and papers.