



# Douglas College

## Course Information

A: Division: **INSTRUCTIONAL**

Date: **OCTOBER 1998**

B: Faculty: **COMMERCE AND BUSINESS**

New Course: **ADMINISTRATION**

Revision of Course: **SEPTEMBER 1996**

Program: **NEW VENTURE MANAGEMENT**

Information form:

Course Title: **VENTURES** Subject & Course No.: **BUSN 254**

Semester: **FALL** Credit: **3**

F: Calendar Description: This course provides students with a practical approach in managing and processing a comprehensive business plan. Topics include: identification of business plan development components.

Summary of Revisions:

G: Type of instruction: **planning**

Hrs per week: **3**

H: Course Prerequisites:

**5) and BUSN 253 and**

Lecture: **3** Hrs.

(ACCT 110 or ACCT 230)

Laboratory: **0** Hrs.

Seminar: **0** Hrs.

Course Corequisites:

Clinical Experience: **0** Hrs.

Field Experience: **0** Hrs.

Shop: **0** Hrs.

Studio: **0** Hrs.

Student Directed Learning: **0** Hrs.

Other (Specify):

Maximum Class Size: **35**

Semester Total (4 x 15wks): **12** Hrs.

College-Credit-Transfer:

College-Credit Non-Transfer:

Non-Credit:

M: Transfer-Credit: Requested:  Granted:

Specify Course-Equivalents or Unassigned Credit as appropriate:

BCOU  
SFU

UBC  
UNBC  
UVIC  
Other:

*William D. ...* *Thore Mollenzi*

**N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS**

Kapron, Juille. BIZPLAN BUILDER, Latest Edition. ITP Publishing.

**O: COURSE OBJECTIVES**

The student will be able to:

1. outline the basic components of a business plan;

2. develop pro forma financial schedules using spreadsheets;

3. develop a business plan utilizing proper packaging techniques;

3. deve

4. identify common misconceptions in business planning;

5. demonstrate effective business plan presentation techniques.

**P: COURSE CONTENT**

1. Business Plan Introduction

- importance of a business plan
- basic elements of business planning

• modular presentation techniques

2. Business Plan Components

- preparing corporate identity and mission statements
- describing the company and its product

• developing a marketing plan

i) market study

ii) m

marketing game plan

monetary market reaction

• developing a financial plan

ii) important supplementary data