



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** Descriptive Title: **VENTURES**

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: Hrs per week: **Lecture: 3 Hrs. Seminar: 1 Hrs. Clinical Experience: 1 Hrs. Field Experience: 1 Hrs.**

H: Course Prerequisites:

I: Course Corequisites: **(ACCT 110 or ACCT 235)**

J: Shop: **1 Hrs. Studio: 1 Hrs. Student Directed Learning: 1 Hrs. Other (Specify):**

K: Maximum Class Size: **35** Semester Total (4 x 15wks): **60 Hrs.**

L: 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.

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