San José State University  
School: College of Business  
Department: Organization & Management  
Course Number: Business 182  
Title: Business Plans for New Ventures  
Section: 1  
Semester: Spring  
Year: 2017  

Instructor: Alicia Forbrich, MBA  
Office Location: Business Tower, BT 353  
Telephone: 408-924-2925  
Email: Alicia.Forbrich@sjsu.edu  
Office Hours: MW 9:45 – 10:15am  
Class Days/Time: MW 10:30 - 11:45am  
Classroom: BBC 326  
Prerequisites: Bus 181 (Introduction to Entrepreneurship) or Instructor’s approval  

Faculty Web Page and MYSJSU Messaging  
Copies of the course materials such as the syllabus, major assignment handouts, etc. may be found on my faculty web page accessible through the faculty home page: sjsu.edu/people/alicia.forbrich/. You are responsible for regularly checking with the messaging system through MySJSU (or other communication system as indicated by the instructor).  

Course Description  
An integrative course involving teamwork to prepare complete plans for starting a new business. This will require analyzing the industry and potential market, the competitive advantage of the business proposition, human and financial resource requirements and the founders' skills.
Course Goals and Student Learning Objectives

This course aims to equip students with the ability to craft a strategy for launching a new business venture. The course will also assist students in entering the Silicon Valley Business Plan Competition (www.cob.sjsu.edu/svbp), which has a first prize of $10,000 and second prize of $5,000 (in cash). Competition Date: Thursday, May 25th, 2017

Upon successful completion of this course, students will be able to:

- Appreciate the unique characteristics, requirements, challenges and opportunities of new business ventures.
- Utilize the concepts and theories discussed in class and apply them toward developing an actual business plan.
- Research and prepare a detailed business plan for a new venture opportunity.
- Evaluate and critique the business model and other aspects of a business plan.
- Understand the key issues in funding and implementing that plan.
- Develop strategic and organization skills by setting priorities and objectives and working in teams.
- Enhance business plan presentation skills required to attract potential stakeholders to the new venture.

Required Texts/Readings

Required Textbook

The textbooks are available from Amazon (all under $20, new):

Optional Textbooks


Other Readings

Significant use of other online resources for class discussions. You may use this sample list of websites to guide you in writing your Business Plans: (please do not limit yourself to these websites; there are many others available)

http://www.bplans.com/sample_business_plans.cfm
http://myownbusiness.org/
http://www.innovationamerica.us
http://www.businessplans.org/businessplans.html
http://www.businessownerspace.com/page.php
http://techcrunch.com/startups/

**Classroom Protocol**

1. Classes will include a combination of lectures and student-led seminar sessions. Guest speakers will be invited to share their experience of starting or funding businesses. There will be class discussion of the reading material. During some sessions, written case analyses or exercises will be done in class.

2. Class participation is an important component of the course and all students are expected to contribute to class discussions by asking and answering questions, providing insights regarding the assigned material, sharing real-life examples from your experience or readings, and issues you may be facing in your team project. The professor and students in class are expected to challenge and critique comments to raise the quality of class discussions. Active participation in class discussion is necessary to gain full points for class participation. Students who are absent from a class session will not receive any class participation points for that session.

3. Students must turn off (or place on silent mode) their cell phones during class hours.

4. Unless there is a discussion or class exercise that requires student connection to the internet, students are not allowed to use laptops in the classroom. Using laptops (when not required) in class will result in a deduction of class participation credits for that day.

5. All assignments must be turned in before or at the start of class. Late submissions will not be accepted.

6. All submitted written work must follow the following format:
   - All written assignments must be typed.
   - Font type: Times New Roman, 12pts
   - Paper: 8.5 x 11 (white short bond)
   - Margins: 1-inch margins on all sides of the paper
   - Spacing: 1.5
   - Number the pages
   - Proofread your paper before turning it in, to make sure there are no spelling errors or typos.
   - Don’t forget to include your name and date of submission on the document.
   - Deductions will be applied to written work turned in that does not follow the format.
Grading Information

Your grade will be determined by the following:

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Class Participation</td>
<td>10%</td>
</tr>
<tr>
<td>B. Individual Assignments</td>
<td>20%</td>
</tr>
<tr>
<td>C. Group Assignments</td>
<td>30%</td>
</tr>
<tr>
<td>D. Business Plan submission</td>
<td>20%</td>
</tr>
<tr>
<td>E. Business Plan presentation</td>
<td>10%</td>
</tr>
<tr>
<td>F. Final Exam</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Assignments and Grading Policy

A. Class participation. Class participation is an important element of the course. Becoming actively engaged in the subject matter is an essential part of learning. All students are expected to contribute to class discussions by asking and answering questions, providing insights regarding the assigned material, sharing real-life examples from your experience or readings, and issues you may be facing in your team project. The professor and students in class are expected to challenge and critique comments to raise the quality of class discussions. Active participation in class discussion is necessary to gain full points for class participation. In order to participate, you have to be present in class.

B. Individual Assignments. Assignments are given to support the concepts and theories found in the readings as well as those discussed in class. On some occasions, students may be asked to work on a problem in groups and submit a written assignment. Students should be prepared to present a summary of their assignment proposal or analysis to the class.

C. Group Assignments. The key deliverable for the semester is the business plan for a new venture that students will develop throughout the semester in teams of 3-4 members. Students will write the plan in sections with specific dates for completing each section, and submit the final complete business plan for the course and to the Silicon Valley Business Plan Competition.
D. Business Plan Submission. The final version of your group Business Plan will be due the final weeks of this course. Prior to submission, the group is required to meet with a mentor from SCORE to review their plan and implement any suggestions and revisions. A write up about the meeting with the SCORE mentor will be required to submit with the final copy of the Business Plan. Selected Business Plans will be suggested to enter the Silicon Valley Business Plan Competition.

E. Business Plan Presentation. During the final weeks of this course, each group will be required to present their final Business Plan to the class. The presentation should be complete with a Power Point presentation, samples of the product or service (if available), and any other display materials to best convey the ideas and information. The group will not only be graded on the content of the Business Plan, but also the quality of the group’s presentational skills.

F. Final Exam. The Final exam will be held on Friday, May 19th from 9:45am – 12:00pm. It will be based on content from the textbook and classroom lectures. A review for the exam will be held on the last day of class instruction: Monday, May 15th, 2017.

Team Project – Business Plan

Teams of students will create a workable business idea and develop it into a formal business plan, which will be submitted for the course and presented in the class, and submitted to the Silicon Valley Business Plan Competition. The objectives of the project are to enable students to:

   a. Apply and synthesize various entrepreneurial concepts learned from the class.
   b. Develop research skills, analytical/critical thinking, creative thinking, and problem solving skills.
   c. Develop written and oral communication skills.

A. Teams will be composed of 3 or 4 students, depending on the number enrolled in the course.
B. Teams will be stronger if they have diversity in interests and experience.
C. The project will consist of the following steps:

1. Initial Business Concept (1 – 2 page write up, 90 second elevator pitch)
2. Feasibility Survey (1 – 2 page write up, 5 min. group presentation)
3. Products & Services (1 – 2 page write up, 5 min. group presentation)
4. Market Analysis Summary (3 - 5 page write up, 5 min. group presentation)
5. Strategy & Implementation Strategy (3 - 5 page write up, 5 min. group presentation)
6. Management Summary (3 - 5 page write up, 5 min. group presentation)
7. Financial Plan (3 - 5 page write up, 5 min. group presentation)
8. Executive Summary and Company Summary (1 page write up)
9. Business Plan Presentation (20 min. group presentation)
10. Peer Evaluations (survey)

1. **Initial Business Concept proposal** (1-2 page write up & 90 second pitch)
   In the first few weeks of the course, each student is required to prepare a 1-2 page description of an idea that they would like to pursue. It could be an entirely new idea or an innovation on an existing product or service.
   - Each student will present his/her idea in class (in 90 seconds’ elevator pitches), to persuade fellow students that their idea is exciting and viable. Based on the presentations, the top 8-10 concepts will be chosen for the business plan projects.
   - Those students whose ideas are not selected will have to choose which concept they would like to work on. It will be the lead student-entrepreneur’s responsibility to recruit a team to work on the business plan. It is highly recommended that the “lead” student try to establish a diverse team (e.g., the team should not be comprised of all finance majors or all marketing majors, etc.).

2. **Feasibility Survey** (1 – 2 page write up, 5 min. group presentation)
   Before beginning the actual business plan, each group will be required to create a feasibility survey to help them answer questions they may have about the necessity and demand of their business. Each group will present their survey to the class to collect real answers and data for their business plan. The questions should be designed to help the groups understand:
   - Is the community interested in your type of product or service?
   - What problem does your product or service solve, or what need does it fill?
   - What are the demographics of the market you should target?
   - What price would your customers consider paying for your product or service?
   - Where would your customer consider purchasing your product or service?

   After conducting the survey, the groups should carefully review the surveys to confirm if they’d like to move forward with the current product or service, or change it. Groups have until March 1st to change its business concept.

3. **Products & Services** (1 – 2 page write up, 5 min. group presentation)
   This section should clearly explain all the products and services your company is going to offer. You'll want to explain the details to ensure your reader understands the products and services in simple yet descriptive terms. If your products are technical, try to explain the details so that someone who isn't familiar with your business or industry can still understand it. This section should cover the following points:
o What is your product or service?
  o How does it work / what does it do?
  o What benefit would your customer received from purchasing it?
  o How will it be made or offered?
  o How is this product better than what is already available?
  o How much is the product or service?
  o How does the price compare to your competitors?
  o Will you offer other products in the future?

4. Market Analysis Summary (3 - 5 page write up, 5 min. group presentation)
   This section should explain the industry your company is competing in and the market segmentsations. It should describe who your target market is, what their needs and wants are, and their demographic details. Collecting data for this section will be required to support your target market selection and show its growth potential. Your summary should cover the following points:

   o What is the overall size and the various segmentations of the market who may demand your products and services? What are their buying trends?
   o Who is your target market and why do you choose to focus on this group?
   o What are the needs and wants of your target market?
   o What are the demands and trends of your industry?

5. Strategy & Implementation Summary (3 - 5 page write up, 5 min. group presentation)
   This section should include a competitor analysis, which identifies who your main competitors are and how your company has a competitive edge. A SWOT analysis would be useful and recommended in this section. You should identify and clearly describe your sales strategies and tactics, which may include online advertising, email marketing, direct mailings, etc. Include estimated budgets for the various marketing strategies. This section should cover the following points:

   o Who are your main competitors?
   o What are their strengths and weaknesses?
   o What are your competitors’ SWOT analyses?
   o What is your competitive edge?
   o What sales and marketing strategies will you implement?
   o What are the estimated costs for these strategies?
   o How will you measure success of your strategic efforts?
6. **Management Summary** (3 - 5 page write up, 5 min. group presentation)
   This section should describe who is on your management team, what is their educational and professional experience, and how they will contribute to your company. It should further explain what their roles will be with the day to day operations, as well as overall picture of the company. Creating or updating each team member’s LinkedIn profiles would be recommended, as you may include the links in this section of your plan. Your summary should cover the following points:

   - Who is on your management team?
   - What is each of the team member’s educational and professional background?
   - What is each member’s title and responsibilities in the company?
   - Will you have any assistants or other staff members?
   - If your management team is lacking certain areas of expertise, who is will help you fill in the gaps?

7. **Financial Plan** (3 - 5 page write up, 5 min. group presentation)
   This section may be one of the most time consuming and challenging parts of your Business Plan. The format may vary greatly, depending on which industry you are in and they type of products and services you offer. Although the numbers are based mainly on your assumptions and predictions, they should also be heavily based on industry and competitive research. It is important to make this section look appealing to your investors, but not overly optimistic or exaggerated. Your plan should cover the following points:

   - What are the Financial Assumptions the reader must assume to following your financial plan?
   - What is the Sales Forecast for your company for the first 3 years?
   - What is the Projected Cash Flow for your company for the first 3 years?
   - What is the Projected Profit and Loss for your company for the first 3 years?
   - What is the Projected Balance Sheet for your company for the first 3 years?

8. **Executive Summary and Company Summary** (1 page write up)
   Students will develop the Business Plan in stages, and may need to rewrite it one or more times as necessary, before submitting the final Business Plan by the deadline. The final Business Plan document should be no more than 20 pages long. If needed, you can have appendices showing details of the information you gathered from primary surveys or secondary sources. The Executive Summary will be generated on the basis of the Business Plan and will briefly explain the teams’ business concepts and plans for potential investors (the class).
9. **Business Plan Presentation** (15 min. group presentation)
    There will be 15-minute Power Point presentations, through which students will summarize their business concept to the class (investors) and make their case for obtaining funding. Each presentation will be followed by Q&A. All team members should be prepared to answer questions on the final project. Each team will be randomly assigned to a date and time. All students are required to attend all final project presentations. The class will participate in reading and rating the Final Executive Summary and presentations.

10. **Peer Evaluations** (survey)
    Your team project is not complete until you evaluate the performance of each team member. Use the Team Evaluation Form to assess both the quality and quantity of your own and your team members' performance on the project. This process determines the percentage of the final grade each member deserves. Students receiving a low grade on their peer evaluation will not benefit from the work of their team mates. For example, if a team receives a 95 on the project, a team member receiving a low peer evaluation grade will have his/her project grade lowered accordingly. In such a case, team members receiving good peer evaluation grades would earn a 95, but a team member receiving a low peer evaluation, for example, might receive a 65 or even a zero. Thus, there is an incentive to work together as a team. We will discuss in class the criteria used to evaluate each member to lessen the likelihood of low grades based on personal dislike, revenge, etc.

**Grading Percentage Breakdown:**

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>94% and above</td>
<td>A</td>
</tr>
<tr>
<td>93% - 90%</td>
<td>A-</td>
</tr>
<tr>
<td>89% - 87%</td>
<td>B+</td>
</tr>
<tr>
<td>86% - 84%</td>
<td>B</td>
</tr>
<tr>
<td>83% - 80%</td>
<td>B-</td>
</tr>
<tr>
<td>79% - 77%</td>
<td>C+</td>
</tr>
<tr>
<td>76% - 74%</td>
<td>C</td>
</tr>
<tr>
<td>73% - 70%</td>
<td>C-</td>
</tr>
<tr>
<td>69% - 67%</td>
<td>D+</td>
</tr>
<tr>
<td>Grade Range</td>
<td>Grade</td>
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<td>-------------</td>
<td>-------</td>
</tr>
<tr>
<td>66% - 64%</td>
<td>D</td>
</tr>
<tr>
<td>63% - 60%</td>
<td>D-</td>
</tr>
<tr>
<td>below 60%</td>
<td>F</td>
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**Extra Credit**

Up to 5 bonus points may be awarded at the instructor’s discretion for attending and participating in special entrepreneurship-related events that are open to all students in the class. Special events include the Eminent Speaker series organized by the Silicon Valley Center for Entrepreneurship and other specified COB events. Students attending these talks by eminent entrepreneurs and industry leaders must sign the registration sheet and submit a short memo by the next class on three main learning points from the talk.

**Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drops, academic renewal, etc. Information on add/drops are available at [http://www.sjsu.edu/advising/faq/index.htm#add](http://www.sjsu.edu/advising/faq/index.htm#add). Information about late drop is available at [http://www.sjsu.edu/aars/policies/latedrops/](http://www.sjsu.edu/aars/policies/latedrops/). Students should be aware of the current deadlines and penalties for adding and dropping classes.

**University Policies**

**Academic integrity**

Students should know the University’s Academic Integrity Policy that is available at [http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf](http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf). Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University’s integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The website for Student Conduct and Ethical Development is available at [http://www.sa.sjsu.edu/judicial_affairs/index.html](http://www.sa.sjsu.edu/judicial_affairs/index.html).

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU’s Academic Policy F06-1 requires approval of instructors.
Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.

Student Technology Resources (Optional)

Computer labs and other resources for student use are available in:

- Academic Success Center at [http://www.sjsu.edu/at/asc/](http://www.sjsu.edu/at/asc/) located on the 1st floor of Clark Hall
- Academic Technology Computer Center at [http://www.sjsu.edu/at/hd/](http://www.sjsu.edu/at/hd/) on the 1st floor of Clark Hall
- Associated Students Computer Services Center at [http://as.sjsu.edu/ascsc/](http://as.sjsu.edu/ascsc/) on the 2nd floor of the Student Union
- Computers at the Martin Luther King Library for public at large at [http://library.sjsu.edu/reserve-studymeeting-room/computers-king-library](http://library.sjsu.edu/reserve-studymeeting-room/computers-king-library)
- Additional computer labs may be available in your department/college

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

SJSU Peer Connections (Optional)

Peer Connections’ free tutoring and mentoring is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. Peer Connections tutors are trained to provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group and individual tutoring are available. Peer Connections mentors are trained to provide support and resources in navigating the college experience. This support includes assistance in learning strategies and techniques on how to be a successful student. Peer Connections has a learning commons, desktop computers, and success workshops on a wide variety of topics. For more information on services, hours, locations, or a list of current workshops, please visit Peer Connections website at [http://peerconnections.sjsu.edu](http://peerconnections.sjsu.edu) for more information.
SJSU Writing Center (Optional)
The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at http://www.sjsu.edu/writingcenter. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)

SJSU Counseling and Psychological Services (Optional)
The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Carlos in the new Student Wellness Center, Room 300B. Professional psychologists, social workers, and counselors are available to provide confidential consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling and Psychological Services website at http://www.sjsu.edu/counseling

College of Business Program Goals:

I. Business Knowledge
- To understand the fundamental principles of essential business functions and the relationship of business to individuals, government, society, and other organizations
- To obtain specialized knowledge of a single business discipline or functional area

IIa. Business Skills - Communication, Leadership and Ethics
- To express ideas clearly, logically, and persuasively in oral and written communication
- To comprehend the challenges and opportunities of working effectively with other people in a diverse environment
- To demonstrate awareness of how ethical issues and responsibilities affect decisions and actions

IIb. Business Skills – Critical Thinking and Analysis
- To comprehend and critically evaluate information presented in written and numeric form
- To analyze complex, unstructured qualitative and quantitative problems, using appropriate tools and technology
College of Business Policies

To ensure that every student, current and future, who takes courses in the Boccardo Business Center has the opportunity to experience an environment that is safe, attractive, and otherwise conducive to learning, the College of Business at San José State has established the following policies:

**Eating**: Eating and drinking (except water) are prohibited in the Boccardo Business Center. Students with food will be asked to leave the building. Students who disrupt the course by eating and do not leave the building will be referred to the Judicial Affairs Officer of the University.

**Cell Phones**: Students will turn their cell phones off or put them on vibrate mode while in class. They will not answer their phones in class. Students whose phones disrupt the course and do not stop when requested by the instructor will be referred to the Judicial Affairs Officer of the University.

**Computer Use**: In the classroom, faculty allow students to use computers only for class-related activities. These include activities such as taking notes on the lecture underway, following the lecture on Web-based PowerPoint slides that the instructor has posted, and finding Web sites to which the instructor directs students at the time of the lecture. Students who use their computers for other activities or who abuse the equipment in any way, at a minimum, will be asked to leave the class and will lose participation points for the day, and, at a maximum, will be referred to the Judicial Affairs Officer of the University for disrupting the course. (Such referral can lead to suspension from the University.) Students are urged to report to their instructor’s computer use that they regard as inappropriate (i.e., used for activities that are not class related).

**Academic Honesty**: Faculty will make every reasonable effort to foster honest academic conduct in their courses. They will secure examinations and their answers so that students cannot have prior access to them and proctor examinations to prevent students from copying or exchanging information. They will be on the alert for plagiarism. Faculty will provide additional information, ideally on the green sheet, about other unacceptable procedures in class work and examinations. Students who are caught cheating will be reported to the Judicial Affairs Officer of the University, as prescribed by Academic Senate Policy S04-1.
## Course Schedule

(Note: This schedule is subject to change with fair notice)

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Topic for the Day</th>
<th>Homework</th>
<th>Due</th>
<th>I.A</th>
<th>G.A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 30 (M)</td>
<td>Introduction &amp; Course Overview</td>
<td>Read the syllabus</td>
<td></td>
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</tr>
<tr>
<td>2</td>
<td>Feb 1 (W)</td>
<td>The Life of an Entrepreneur</td>
<td>Individual: Why do you want to be an entrepreneur and what do you think it will be like? <em>(1 - 2 page write up)</em></td>
<td>2/6</td>
<td>2.5%</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Feb 6 (M)</td>
<td>Business Plans 101 &amp; Your Style</td>
<td>Read Chapters 1 &amp; 2 Complete chapter exercises</td>
<td>2/8</td>
<td>1.0%</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Feb 8 (W)</td>
<td>Starting a New Venture</td>
<td>Individual: What type of business would you like to start and why? <em>(1 - 2 page write up &amp; 90 second pitch)</em></td>
<td>2/15</td>
<td>2.5%</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Feb 13 (M)</td>
<td>NO CLASS</td>
<td>Read Chapters 3 &amp; 4 Complete chapter exercises</td>
<td>2/20</td>
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</tr>
<tr>
<td>6</td>
<td>Feb 15 (W)</td>
<td>Initial Business Concept: Idea pitch</td>
<td>Individual: Join at least 1 entrepreneurship group on Meetup.com <em>(1 - 2 page write up)</em></td>
<td>5/1</td>
<td>2.5%</td>
<td></td>
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<tr>
<td>7</td>
<td>Feb 20 (M)</td>
<td>Idea pitch, concept selection &amp; team formation</td>
<td>Read Chapters 5 &amp; 6 Complete chapter exercises</td>
<td>2/22</td>
<td>1.0%</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Feb 22 (W)</td>
<td>Where to Go for Help &amp; Feasibility Studies 20 min Group Time</td>
<td>Group: Create a feasibility survey to conduct in class <em>(1 - 2 page write up &amp; 5 min presentation)</em></td>
<td>2/27</td>
<td>5.0%</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Feb 27 (M)</td>
<td>Presentations: Feasibility Surveys (Group)</td>
<td>Read Chapter 9 Complete chapter exercise</td>
<td>3/1</td>
<td>1.0%</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Mar 1 (W)</td>
<td>Describing Your Products &amp; Services 20 min Group Time</td>
<td>Group: Write your Products &amp; Services Description &amp; Competitive Comparison. <em>(1 - 2 page write up &amp; 5 min presentation)</em></td>
<td>3/6</td>
<td>5.0%</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Mar 6 (M)</td>
<td>Presentations: Products &amp; Services (Group)</td>
<td>Read Chapters 10 Complete chapter exercises</td>
<td>3/8</td>
<td>1.0%</td>
<td></td>
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<tr>
<td>Session</td>
<td>Date</td>
<td>Topic for the Day</td>
<td>Homework</td>
<td>Due</td>
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<tr>
<td>12</td>
<td>Mar 8 (W)</td>
<td>Writing Your Market Summary</td>
<td>Group: Write your Market Summary; include market &amp; industry analysis. (3 - 5 page write up &amp; 5 min presentation)</td>
<td>3/13</td>
<td>5.0%</td>
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</tr>
<tr>
<td>13</td>
<td>Mar 13 (M)</td>
<td>Presentations: Market Summary (Group)</td>
<td>Group: Schedule an appointment with a SCORE mentor between 3/20 - 5/1. (1 - 2 page write up)</td>
<td>5/1</td>
<td>1.5%</td>
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</tr>
<tr>
<td>14</td>
<td>Mar 15 (W)</td>
<td>Competitive Analysis &amp; Strategic Planning</td>
<td>Group: Write your Strategic &amp; Implementation Summary; include Competitive Edge &amp; Sales Strategy (3 - 5 page write up &amp; 5 min presentation)</td>
<td>3/20</td>
<td>5.0%</td>
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<tr>
<td>15</td>
<td>Mar 20 (M)</td>
<td>Presentations: Strategic &amp; Implementation Summary (Group)</td>
<td>No homework</td>
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<tr>
<td>16</td>
<td>Mar 22 (W)</td>
<td>GUEST SPEAKER</td>
<td>No homework</td>
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<tr>
<td>17</td>
<td>Mar 27 (M)</td>
<td>NO CLASS</td>
<td>No homework</td>
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<tr>
<td>18</td>
<td>Mar 29 (W)</td>
<td>NO CLASS</td>
<td>No homework</td>
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<tr>
<td>19</td>
<td>Apr 3 (M)</td>
<td>The Importance of Networking</td>
<td>Read Chapters 11 &amp; 12 Complete chapter exercises</td>
<td>4/5</td>
<td>1.0%</td>
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<tr>
<td>20</td>
<td>Apr 5 (W)</td>
<td>Writing your Management Summary</td>
<td>Group: Write your Management Summary; include team backgrounds. (3 - 5 page write up &amp; 5 min presentation)</td>
<td>4/10</td>
<td>5.0%</td>
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<tr>
<td>21</td>
<td>Apr 10 (M)</td>
<td>Presentations: Management Summary (Group)</td>
<td>Read Chapters 13 &amp; 14 Complete chapter exercises</td>
<td>4/12</td>
<td>1.0%</td>
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<tr>
<td>22</td>
<td>Apr 12 (W)</td>
<td>How to Prepare Your Financial Plan</td>
<td>Read Chapter 15 Complete chapter exercise Group: Prepare your financial plan</td>
<td>4/17</td>
<td>1.0%</td>
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<tr>
<td>23</td>
<td>Apr 17 (M)</td>
<td>Business Planning for Nonprofits</td>
<td>Read Chapters 16 &amp; 17 Complete chapter exercises Group: Prepare your financial plan</td>
<td>4/19</td>
<td>1.0%</td>
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<tr>
<td>Session</td>
<td>Date</td>
<td>Topic for the Day</td>
<td>Homework</td>
<td>Due</td>
<td>I.A</td>
<td>G.A</td>
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<td>24</td>
<td>Apr 19 (W)</td>
<td>Obtaining a Loan &amp; Attracting Investors 20 min Group Time</td>
<td>Read Chapters 18 &amp; Conclusion Complete chapter exercises Group: Finalize your financial plan (3 - 5 page write up &amp; 5 min presentation)</td>
<td>4/24</td>
<td>1.0%</td>
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<td>25</td>
<td>Apr 24 (M)</td>
<td>Presentations: Financial Plan (Group)</td>
<td>Read Chapters 7 &amp; 8 Complete chapter exercises</td>
<td>4/26</td>
<td>1.0%</td>
<td>5.0%</td>
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<tr>
<td>26</td>
<td>Apr 26 (W)</td>
<td>The Executive Summary &amp; Company Description 20 min Group Time</td>
<td>Group: Write your Executive Summary, Company Description &amp; Finalize Business Plan</td>
<td>3/3</td>
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<tr>
<td>27</td>
<td>May 1 (M)</td>
<td>Group Time, Meetings with Instructor</td>
<td>No homework</td>
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<td>28</td>
<td>May 3 (W)</td>
<td>Business Plan Presentations</td>
<td>No homework</td>
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<tr>
<td>29</td>
<td>May 8 (M)</td>
<td>Business Plan Presentations</td>
<td>No homework</td>
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<td>30</td>
<td>May 10 (W)</td>
<td>Business Plan Presentations</td>
<td>No homework</td>
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<td>31</td>
<td>May 15 (M)</td>
<td>Course Wrap up &amp; Peer Evaluations</td>
<td>No homework</td>
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<tr>
<td>Final Exam</td>
<td>May 19 (F)</td>
<td>9:45 - 12:00pm</td>
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