Writing a Business Plan provides students with practical knowledge and skills needed to write a business plan for a new business idea. Students will be able to deepen their understanding of the steps to creating a business and determine the resources needed to minimize risk and enhance the probability of creating a successful and sustainable business. Students have the opportunity to develop analytical/critical thinking and research skills through the completion of a business plan for their own business idea.

B. Course Effective Dates: 05/05/2015 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Apply appropriate qualitative and quantitative approaches to research the requirements for starting a specific business.
2. Create a clear Concept Summary of a new business idea and present it in both written and oral form.
3. Complete a Competitor Analysis for a new business idea
4. Complete Resource Analysis to determine startup costs and operational expenses
5. Complete a Sales Forecast and Profitability Analysis
6. Determine funding requirements for a new business and identify funding sources
7. Create a Business Plan for a new business

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

None