

Syllabus for: (name of class)	
Business 69: Business Plan Development	
Semester & Year:	Fall 2013
Course ID and Section Number:	Bus-69-E5078
Number of Credits/Units:	3
Day/Time:	1:15 – 4:15 PM
Location:	Humanities Building, Room HU 218
Instructor's Name:	Michael Dennis
Contact Information:	Office location and hours: HU 108A, W 9-10:30 + by appt Phone: 476 4367 Email: michael-dennis@redwoods.edu
Course Description (catalog description as described in course outline):	
An overview of the strategic business plan development process, including analysis of the marketing, operations, management, technology and finance functions of a new business venture. The student will learn the strategic business planning process by creating a professional business plan supported by robust financial projections. Emphasis will be placed on the development of a profitable, differentiated and sustainable business model.	
Student Learning Outcomes (as described in course outline) :	
<ul style="list-style-type: none"> • Create a comprehensive business plan. 	
Special accommodations: College of the Redwoods complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. Please present your written accommodation request at least one week before the first test so that necessary arrangements can be made. No last-minute arrangements or post-test adjustments will be made. If you have a disability or believe you might benefit from disability related services and may need accommodations, please see me or contact Disabled Students Programs and Services. Students may make requests for alternative media by contacting DSPS.	
Academic Misconduct: Cheating, plagiarism, collusion, abuse of resource materials, computer misuse, fabrication or falsification, multiple submissions, complicity in academic misconduct, and/ or bearing false witness will not be tolerated. Violations will be dealt with according to the procedures and sanctions proscribed by the College of the Redwoods. Students caught plagiarizing or cheating on exams will receive an "F" in the course.	
The student code of conduct is available on the College of the Redwoods website at: http://redwoods.edu/District/Board/New/Chapter5/AP%205500%20Conduct%20Code%20final%2002-07-2012.pdf	
Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the college catalog and on the College of the Redwoods homepage.	
College of the Redwoods is committed to equal opportunity in employment, admission to the college, and in the conduct of all of its programs and activities.	

COMMUNICATION:

Please send class communications go through the MyCR messaging system. This way, if I don't remember that you contacted me about something or what I said in response, we both have a written record of our communications.

COURSE MATERIALS

The Market Research Toolbox: A Concise Guide for Beginners. ISBN **978-1412991742**

COURSEWORK

100% of your grade will be based on your contribution to the project.

SCHEDULE

Week	Week Starts	Objectives
1	Aug 26	Orientation to project and data
2	Sep 2	Gather data for preliminary scan
3	Sep 9	Analyze data for preliminary scan
4	Sep 16	Preliminary Scan Completed
5	Sep 23	Design Survey
6	Sep 30	Administer Survey
7	Oct 7	Administer Survey
8	Oct 14	Analyze Survey
9	Oct 21	Create Focus Groups
10	Oct 28	Conduct Focus Groups
11	Nov 4	Analyze Focus Groups
12	Nov 11	Design 4 Ps, Begin Pro Formas
13	Nov 18	No class
14	Nov 25	Design 4 Ps, Continue Pro Formas
15	Dec 2	Design 4 Ps, Finish Pro Formas
16	Dec 9	Assemble Components