

Montgomery County Community College
ETP 113
Entrepreneurial Business Plan
3-3-0

COURSE DESCRIPTION:

This course will enable the student to prepare a professional, comprehensive business plan that will guide their business start-up and address capital funding. Topics to be covered include: the parts of a business plan, the planning process, and writing techniques that will get the plan noticed.

REQUISITES:*Previous Course Requirements*

- MAT 011 Beginning Algebra or MAT 011B Beginning Algebra with Review of Arithmetic
- ENG 010A Basic Writing or ENG 011 Basic Writing II or ESL 011 - Basic Writing II
- REA 011 Fundamentals of College Reading or REA 017 Vocabulary and Reading Comprehension Development II

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Utilize data collected to develop a complete Business Plan.	Assigned Readings AV/Multimedia Materials Demonstration and Practice Lecture/Discussion Research Resources	Students Will Prepare a Marketing Plan and Will Be Expected to Apply Learned Knowledge to Strategy Planning
2. Apply the Business Plan to obtain financing for the business.	Assigned Readings AV/Multimedia Materials Demonstration and Practice Lecture/Discussion	Role Playing

3. Discuss the impact that using proper soft skills will have on the business.	Assigned Readings AV/Multimedia Materials Demonstration and Practice Lecture/Discussion	Student Presentations
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At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Explore Traits of a Successful Business
2. Identify the Business Concept
3. Research the Feasibility of the Business Concept
4. Refine the Business Concept as Needed
5. Outline the Specifics of the Business
6. Construct the Plan in a Compelling Manner
7. Prepare, Present, and Distribute the Business Plan
8. Obtain Investors and Funding for the Business

LEARNING MATERIALS:

Abrams, Rhonda. (2014). *The Successful Business Plan: Secrets and Strategies* (6th ed.). The Planning Shop. ISBN: 9781933895468

Bamford, Charles and Bruton, Garry. *ENTREPRENEURSHIP: The Art, Science, and Process for Success* (3rd ed.). McGraw Hill . ISBN: 9781260166668

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Ayisha Sereni Date: 11/5/2009
VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr. Date: 12/22/2009

Revised by: Ayisha Sereni Date: 3/30/2012
VPAA/Provost or designee Compliance Verification:
Victoria L. Bastecki-Perez, Ed.D. Date: 4/1/2012

Revised by: Ayisha Sereni Date: 10/31/2012
VPAA/Provost or designee Compliance Verification:
Victoria L. Bastecki-Perez, Ed.D. Date: 2/25/2013

Revised by: Paul Johnson Date: 1/9/2018

VPAA/Provost or designee Compliance Verification:

Date: 1/10/2018

A handwritten signature in black ink, appearing to read "W. Sub-fros", is written over the signature line.

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.