

**Fond du Lac Tribal and Community College
COURSE OUTLINE FORM**

Updated 11/25/14

Please return this form to the college vice president of academic affairs and the chairperson of the Academic Affairs and Standards Council (AASC)

1. Prepared by: _____

2. Date submitted: _____

3. Date approved: _____ Date revised 04/22/15

4. Department/discipline: Business

5. Department(s) endorsement(s): _____

(Signatures of the person(s) providing the endorsement are required.)

6. Course Title: Introduction to Business Plan Development

Abbreviated course title (25 characters or less): _____

7. Course Designator: BUS 8. Course Level: 2060

9. Number of Credits: Lecture 3 Lab _____

10. Control Number (on site) 40 Control Number (online) _____

11. Catalog/Course description:

The purpose of this course is to familiarize students with how small businesses are created, operate, and function in the American economy. Students will demonstrate knowledge by developing a formal business plan suitable for a small business start-up.

12. Course prerequisite(s) or co-requisite(s): Accuplacer scores/ Other courses

Prerequisite(s):

Co-requisite:

13. **Course Materials** (Recommended course materials and resources. List all that apply, e.g. textbooks, workbooks, study guides, lab manuals, videos, guest lecturers).

College level materials and text chosen at discretion of instructor.

Internet and article research

14. **Course Content** (Provide an outline of major topics covered in course)

- a. Industry analysis
- b. The ideal customer
- c. Competition in the market place
- d. SWOT analysis
- e. Building a strategy
- f. Putting together an income statement.
- g. Creating a balance sheet.
- h. Constructing the cash flow statement.
- i. The financial forecast.

15. Learning Goals, Outcomes, and Assessment

At FDLTCC we have 4 Competencies Across the Curriculum (CAC) areas. They are as follows:

- A. Information Literacy (the ability to use print and/or non-print tools effectively for the discovery, acquisition, and evaluation of information)
- B. Ability to Communicate (the ability to listen, read, comprehend, and/or deliver information in a variety of formats.)
- C. Problem Solving (the ability to conceptualize, apply, analyze, synthesize, and/or evaluate information to formulate and solve problems.)
- D. Culture (knowledge of Anishinaabe traditions and culture, knowledge of one's own traditions and culture, knowledge of others' traditions and cultures, culture of work, culture of academic disciplines and/or respect for global diversity.)

Course Learning Outcome will fulfill the identified competencies.

Course Learning Outcomes

Upon completion of this course, the student will be able to:

- 1. Describe the environment or industry in which the business exists. (B, D)
- 2. Create an ideal customer profile. (B, D)
- 3. Analyze the business environment and determine the likely competition. (A, C)
- 4. Analyze their business strengths, weaknesses, opportunities, and threats. (A, B, C, D)
- 5. Discuss a revenue and growth strategy. (B, C)
- 6. Analyze the income statement, balance and cash flow statement. (A, B, C)
- 7. Evaluate the projected financial future. (A, C)

16. **Minnesota Transfer Curriculum (MnTC):** If this course fulfills an MnTC goal area, state the goal area and list the goals and outcomes below:

See www.mntransfer.org

Goal Area(s): _____