Business Plan Writing Seminar  
BMT 200  
Spring 2015

Instructor: Marie Beckey

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Office Hours: By appointment

**COURSE DESCRIPTION:**

In this course, students complete a business plan and present it to the class and business faculty. Class sessions focus on the review of business plan requirements and provide guidance to students as they develop their individual plans. Students are encouraged to use business plan development software. *Hours: 10 lecture and 62 independent study hours*

**REQUIRED MATERIALS:**

- **Printed material/software:** Students may use any printed material and/or software if they believe it is beneficial to them
- **Blackboard™ Supplementary Web site:** [https://blackboard.worwic.edu/](https://blackboard.worwic.edu/) Course materials, supplemental materials, and email are retrieved from or submitted through this website.

**COURSE OBJECTIVES:**

Upon successful completion of the course, the student will:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Assessment Goals</th>
<th>Assessment Strategies</th>
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</table>
| 1 Propose a business concept       | A. Describe the business concept  
B. Outline short and long term business goals | Faculty evaluation and critique of proposal |
| 2 Conduct an industry analysis     | A. Determine market size and potential  
B. Complete a competitor analysis  
C. Identify industry trends  
D. Identify pertinent laws and potential impact on proposed business  
E. Identify barriers to entry  
F. Summarize the relative attractiveness of market/industry | Faculty evaluation and critique of written analysis |
| 3 Write a business plan            | A. Select and justify a form of ownership  
B. Develop and write marketing plan  
C. Develop and write a financial plan Develop and write a human resource plan  
D. Identify other considerations (training needs, facility requirements licenses/permits required  
E. Determine probability of success. | Faculty evaluation and critique of written plan |
F. Write an executive summary

REQUIREMENTS:

Attend an introductory overview session and all class sessions. Class sessions will be discussed and arranged as appropriate.

Maintain a log of hours in an appropriate format, for it will need to be submitted to the instructor.

Keep notes in an appropriate format, e.g. a notebook/composition book, on your thoughts, questions, follow-up notations, etc. This should prove helpful through the formation of the business plan. This, too, will need to be submitted to your instructor.

Maintain communication with course instructor. This may be via class sessions, phone, emails, F2F meetings, etc.

Submit work in accordance with the course objectives. The schedule for this will be discussed and decided upon.

Attend course final session to present plan to other students and provide feedback on their plans. The presentation will be at the end of the semester. Guests may be present and invited to participate in questions and comments. Date TBD.

GRADING:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
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<tbody>
<tr>
<td>Completion of business concept</td>
<td>50</td>
</tr>
<tr>
<td>Completion of industry analysis</td>
<td>50</td>
</tr>
<tr>
<td>Completion of business plan</td>
<td>100</td>
</tr>
<tr>
<td>Log of hours</td>
<td>10</td>
</tr>
<tr>
<td>Notation section</td>
<td>40</td>
</tr>
<tr>
<td>Attendance at 10 hours of course sessions</td>
<td>50</td>
</tr>
<tr>
<td>Participation in plan presentations</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
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Grade conversion scale:

- 360 - 400 A
- 320 - 359 B
- 280 - 319 C
- 240 - 279 D
- Less than 240 F

Other information:

Cancellation of Classes:

Classes cancelled by Wor-Wic or the instructor will be made up accordingly. Topics that were to be covered during the cancelled class will extend to the next class meeting. Also, please use your own judgment when hazardous driving conditions are present.

Academic Honesty Policy (GED 009):

Students are expected to maintain a high level of academic performance. Cheating, plagiarism, and penalties are defined in Wor-Wic’s Student Conduct Policy (refer to College Catalog). Infractions of this policy will result in the student’s grade of zero (0) for the assignment or test and ineligibility for any extra credit for the semester (retroactive to the beginning of the semester).

Other Resources:

Resources (such as reading and writing center, testing center, media center, etc.) are available to you. Please refer to the following website for information on the center:

http://www.worwic.edu/Students/LearningResources/ResourceLabs.aspx
Emergency Information Statement:
In the event of a flu epidemic or other emergency that results in the suspension of classes, faculty will be communicating with students about their courses and course requirements, such as assignments, quiz and exam dates, and class and grading policies, via faculty websites or Blackboard. Students will be responsible for completing all these assignments in accordance with class policies. Information about the resumption of classes will be communicated via the College's website and email system.

Academic Integrity and Computer Usage Policy:
All students logging into Blackboard affirm that they understand and agree to follow Wor-Wic Community College policies regarding academic integrity and the use of College resources as described in the college catalog. Wor-Wic Community College considers the following as violations of the computer usage policy:
• Using the campus computing network and facilities to violate the privacy of other individuals.
• Sharing of account passwords with friends, family members or any unauthorized individuals

Violators are subject to college disciplinary procedures.