MBAX 6170 Business Plan Preparation Course Organization Fall 2008

Week	Date	Topic/Activity	Assignments Due
1	Sept 10	Topic: Introductions & Class Organization Choosing Good Opportunities Business Concept Description Face to Face Research Is This a Real Business? Assignment	> Review Mullins Ch 1
		Activt: Discuss your business concept in class	
	Sept 15 (Mon)		 Email Business Concept and team members to Instructor by 1:00pm
2	Sept 16 (Tues)	Instructor to email list of concepts selected for the business plans	
	Sept 17	Topic: Framework for writing the business plan Importance of Validation Activt: Organize teams. Students whose ideas are selected are to make short presentation to the class.	 Download & read Writing a Successful Business Plan (BP) Review Mullins Ch 10 Hand-in: F2F-R Step 1: Gut Check
		Provide to instructor team name, member's name, email & responsibility	

3	Sept 24	Topic: MARKET ANALYSIS INDUSTRY ANALYSIS COMPETITIVE ADVANTAGE Opportunity/Need Segmentation Financial COMP's Model Company	 Read BP pp 8 -12, 26-27 Review Mullins Ch 2 & 3 Evaluate examples of Business Plans on website Hand-in: F2F-R Step 2: Reality Test I Hand-in Experts Interview List
		Activt: Critique example business plans	
4	Oct 1	Topic: Value Proposition Activt: Critique sample business plans Write Value Proposition	 Review Mullins Ch 4 & 5 Hand-in: F2F-R Step 3: Sniff Test In the Fire # 1 Investor Questions
5	Oct 8	Topic: PRODUCT/SERVICE Features & Benefits Margins Elevator Speech Making Slide Presentations Activt: Practice elevator speeches	 Read BP pp 6-7 Hand-in of 3 alternative Value Propositions Hand-in Model Company Description In the Fire #2 Investor Questions
6	Oct 15	Activt: All teams present: Is This a Real Business Assignment? (6-8 slides) Interim Peer Evaluation	 Hand-in: Is This a Real Business Assignment? F2F-R Step 4: Reality Test II Make an appointment with instructor for a team meeting over next week
7	Oct 22	Topic: MARKETING PLAN Revenue Model Customer acquisition costs Activt: First attempt at the Revenue Model	 Read BP pp 13-19 Hand-in PRODUCT/SERVICE DESCRIPTION In the Fire #3 Investor Questions

8	Oct 29	Topic: OPERATIONS PLAN DEVELOPMENT PLAN Walk an Order	Read BP pp 20-23In the Fire #4 Investor Questions
		Activt: Review profit margins Review status of Business Plan & answer questions	
9	Nov 5	FINANCIAL PROJECTIONS Risk	 Read BP pp 27-32 Download from website & review Financial Projections Model In the Fire #5 Investor Questions
		Activt: Review margins, break-even & cash flow	
10	Nov 10 (Mon)	, , ,	
	Nov 12	Activt: All teams present Marketing Plan (6 slides)	 Hand-in draft of MARKETING PLAN, including Customer Acquisition Cost
		Thanksgiving Break	> F2F-R Step 5: Customer Surveys
11	Nov 19	Topic: FUNDING PLAN EXECUTIVE SUMMARY MANAGEMENT PLAN Offering & Valuation Activt: All teams present Operations Plan	 Read BP pp 33-36 Read BP p 4 Read BP pp24-25 Review Mullins Ch 6 & 7 Hand-in draft of OPERATIONS PLAN & DEVELOPMENT PLAN
		(1 slide) & Development Plan (1slide)	Hand-in Preliminary 5 yr Income Statement

12	Dec 3	Topic: Publishing Your Plan Making investor slide presentations Activt: Meet with each team to review: Financial Plan (Financial Projections Model, key assumptions) & Funding Plan (Offering, Valuation, Sources & Uses, Risks)		Hand-in FINANCIAL PLAN (IS, BS, CF & Assumptions (4 worksheets) Hand-in MANAGEMENT PLAN In the Fire #6 Investor Questions
	Dec 6 (Sat) & Dec 7 (Sun)	Practice presentations (optional)		
13	Dec 10	Activt: All teams present Business Plan for grade FCQ's Final Peer Evaluations	>	Hand-in Business Plan (2 copies), presentation slides (separate binder) & financial projections model (separate binder)
14	Jan ?	Final Business Plan Competition Reception & Presentations		

BP: Writing a Successful Business Plan F2F-R: Face to Face Research Assignment

Mullins: New Business Road Test
Note: Sections of the Business Plan are shown in CAPS

Graded assignments are show in **BOLD**