

**ESBM 4830 & EMEN 4825  
Business Plan Preparation  
Course Organization  
Fall 2007**

<b>Week</b>	<b>Date</b>	<b>Topic/Assignment/Activity</b>	<b>E-mail/Hand-In</b>
1	Aug 29	Topic: Introductions & Class Organization Business Concept Description Activt: Discuss your ideas	
2	Sept 5	Topic: Choosing Good Opportunities Assig: Review ESBM 3700 materials on opportunity recognition Activt: Discuss & evaluate your Business Concept Description in class	Email resume
	Sept 7 (Fri)	Assig: Email Business Concept to Instructor by 1:00pm	Email Business Concept
3	Sept 10 (Mon)	Instructor to email list of concepts selected for the business plans	
	Sept 12	Topic: Framework for writing the business plan Market research Importance of Validation Interviews & Call Reports Customer surveys Assig: Review <u>Writing a Successful Business Plan</u> BP Activt: Students whose ideas are selected are to make short presentation to the class. Organize teams Provide to instructor team name, member's name, email & responsibility Market Research – Gene Hayworth, Leeds School librarian	
4	Sept 19	Topic: MARKET ANALYSIS INDUSTRY ANALYSIS COMPETITIVE ADVANTAGE Opportunity/Need Value Chain analysis Segmentation Financial COMP's Model Company Assig: Read BP pp 8 -10	Interview List

		Evaluate examples of Business Plans on website. Critique sample business plan (hard copy to be provided) Activt: Discuss sample business plan in class	
5	Sept 26	Topic: Value Proposition Business Analysis Assignment Assig: Read BP pp 11-13, p 27 Read Business Analysis Assignment Critique sample business plan (hard copy to be provided) Activt: Discuss sample business plan in class Write Value Proposition Opportunity/Need (F)	Opportunity/Need
6	Oct 3	Topic: PRODUCT/SERVICE Features & Benefits Margins Elevator Speech Making Slide Presentations Assig: Read BP pp 6-7 Activt: Prel. Market Analysis Results (F)1 slide Prel. Interview Results (F)  Make an appointment with instructor for a team meeting over next week	3 alternative Value Propositions Customer survey questionnaire
7	Oct 10	Topic: MARKETING PLAN Revenue Model Assig: Read BP pp 14-18 Activt: Prel. Industry Analysis Results(F)1slide Model Company Description (F)	10 Call Reports Competitive Matrix Model Company descrip.
8	Oct 17	Activt: Business Analysis Assignment (P) All teams present (6-8 slides)	Business Analysis Interim Peer Evaluations
9	Oct 24	Topic: OPERATIONS PLAN DEVELOPMENT PLAN Supply Chain Walk an Order Interim Peer Evaluation Assig: Read BP pp 19-21, p22 Activt: Review status of Plans. Answer questions	
10	Oct 31	Topic: FINANCIAL PLAN FINANCIAL PROJECTIONS Risk Customer acquisition costs	

		Assig: Read BP pp 27-30 Review Financial Projections Model – download from website Activt: Customer Survey Results (F)1 slide	
11	Nov 5 (Mon)  Nov 7	Workshop 6:00 pm Financial Projection Model  Activt: Marketing Plan (P) All teams present (6 slides)	MARKETING PLAN Customer Survey Results
12	Nov 14	Topic: FUNDING PLAN EXECUTIVE SUMMARY MANAGEMENT PLAN Offering & Valuation Assig: Read BP p 25 Read P pp 31-3, p 4 Activt: Operations Plan (F) 1 slide Development Plan (F) 1 slide	OPERATIONS PLAN DEVELOPMENT PLAN Preliminary 5 yr Income Statement. Customer Acq. Costs
		Thanksgiving Break	
13	Nov 28        Dec 1 (Sat)	Topic: Publishing Your Plan Investor Presentations Assig: Review making slide present. (wk 6) Activt: Meet with each team to review: Financial Plan (Financial Projections Model, key assumptions) Funding Plan (Offering, Valuation, Sources & Uses, Risks)  Practice presentations (optional)	FINANCIAL PLAN (IS, BS, CF & Assumptions (4 spreadsheets) MANAGEMENT PLAN
14	Dec 5	Activt: Business Plan Presentation FCQ's Peer Evaluations	2 copies Business Plan 2 copies of slides 1 copy financial model
15	Dec 12	Business Plan Competition	Reception & Presentation

BP: Writing a Successful Business Plan

F: In the Fire Session

P: Presentation

Note: sections of the Business Plan are shown in CAPS