

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

Week	Date	Topic/Assignment/Activity	E-mail/Hand-In
1	Jan 17	Topic: Introductions & Class Organization Business Concept Description Activt: Discuss your ideas	
2	Jan 24	Topic: Choosing Good Opportunities Assig: Review ESBM 3700 materials on opportunity recognition Activt: Discuss & evaluate your Business Concept Description in class	Email resume
	Jan 26 (Fri)	Assig: Email Business Concept to Instructor by 1:00pm	Email Business Concept
3	Jan 29 (Mon)	Instructor to email list of concepts selected for the business plans	
	Jan 31	Topic: Framework for writing the business plan Market research Importance of Validation Interviews & Call Reports 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	
4	Feb 7	Topic: MARKET ANALYSIS Opportunity/Need Segmentation Value Proposition Financial COMP's Model Company Assig: Read BP pp 8 -10 Evaluate examples of Business Plans on website. Critique MRP & Hecho en Casa Activt: Discuss MRP & Hecho en Casa plans	Interview List

5	Feb 14	Topic: INDUSTRY ANALYSIS COMPETITIVE ADVANTAGE Value Chain analysis Business Model Assig: Read BP pp 11-13, p 27 Read Business Model Assignment Activt: Opportunity/Need (F) Value Proposition (F)	Opportunity/Need Value Proposition
6	Feb 21	Topic: PRODUCT/SERVICE Features & Benefits Margins Elevator Speech Slide Presentations Assig: Read BP pp 6-7 Activt: Prelim Market Analysis (F) (1 slide) Prelim Interview Results (F) Practice elevator speeches	
7	Feb 28	Topic: MARKETING PLAN Revenue Model Customer Surveys Assig: Read BP pp 14-18 Activt: Prelim Industry Analysis (F) (1 slide) Model Company Description (F)	10 Call Reports Prel. Competitive Matrix Model Company description
8	Mar 7	Topic: OPERATIONS PLAN Supply Chain Walk an Order DEVELOPMENT PLAN Assig: Read BP pp 19-21, p22 Activt: Review status of Plans. Answer questions	Customer survey questionnaire
9	Mar 14	Activt: Business Model (see Business Model Assignment) (P) All teams present (6-8 slides)	Business Model Assignment
10	Mar 21	Topic: FINANCIAL PLAN FINANCIAL PROJECTIONS Risk Customer acquisition costs Assig: Read BP pp 27-30 Review Financial Model – download from website Activt: Prelim. Customer Survey Results (F) (1 slide)	

	Mar 28	Spring Break	
11	Apr 2 (Mon)	Workshop 6:00 pm Financial Projections Model	
	Apr 4	Activt: Marketing Plan (F) All teams present (6 slides)	MARKETING PLAN Customer Survey Results
12	Apr 11	Topic: FUNDING PLAN Offering & Valuation EXECUTIVE SUMMARY MANAGEMENT PLAN 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
13	Apr 18	Topic: Publishing Your Plan Investor Presentations Assig: see Resources website Activt: Meet with each team to review: Financial Plan (Financial Projections Model, key assumptions) Funding Plan (Offering, Valuation, Sources & Uses, Risks)	FINANCIAL PLAN (IS, BS, CF & Assumptions (4 spreadsheets) MANAGEMENT PLAN
	Apr 21 (Sat)	Practice presentations (optional)	
14	Apr 25	Activt: Business Plan Presentation FCQ's Peer Evaluations	2 copies Business Plan 2 copies of slides 1 copy financial model
15	May 2	Business Plan Competition	Reception & Presentation

BP: Writing a Successful Business Plan

F: In the Fire Session

Note: sections of the Business Plan are shown in CAPS