

## Collin College - Continuing Education COURSE SYLLABUS

### COURSE INFORMATION

**Course Number:** SBMT 7825

**Course Title:** How to Develop a Business Plan

**Course Description:** Learn to prepare and carry out a successful business plan. Topics include developing a mission statement, conducting market analysis, developing marketing strategies, preparing financial projections and estimating capital resource requirements. You will get hands-on guidance in launching a business from the drawing board and a review of funding sources.

**Suggested Course Prerequisite(s):** None

**Course Resources:** N/A

**Student Learning Outcomes:**

1. Develop a mission statement
2. Conduct market analysis
3. Develop marketing strategies
4. Prepare financial projections and estimate capital resource requirements
5. Launch a business from the drawing board

**Certification Notes:** N/A

**Next course recommendation:** How to Promote and Market Your Business

**Refund Policy:** Please refer to [www.collin.edu/ce/infoRegistrar.html](http://www.collin.edu/ce/infoRegistrar.html) for our refund policy. No refunds after the start time of the first class.

**Americans with Disabilities Act:** Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

**Course Sessions:** Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

**Lesson Plan – by week or session:**

**Session 1:** Introductions and syllabus. Student Data Forms.

Mission Statements

**Session 2:** Marketing strategies

Market analysis

**Session 3:** Financial Projections

Capital resource requirements

**Session 4:** Launching a business

**Method of Evaluation:** Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.