

ARIZONA WESTERN COLLEGE
SYLLABUS

ENT 240 BUSINESS PLAN DEVELOPMENT

Credit Hours: 3 Lec 3

PREREQUISITE: None

COURSE DESCRIPTION

Introduction to creating an effective business plan.

1. COURSE GOAL

Evaluate and write a sound business plan including assessment of a business concept, collection and organization of market research data, and preparation of financial projects for the business concept.

2. OUTCOMES

Upon satisfactory completion of this course, students will be able to:

- 2.1 understand the business plan development process.
- 2.2 understand the necessary components for setting goals.
- 2.3 assess the internal strengths and weaknesses of a business.
- 2.4 assess the external opportunities and threats of a business.
- 2.5 understand the methods of collection, analyzing, and organizing market research into a marketing plan.
- 2.6 prepare financial projections for a business.
- 2.7 identify and evaluate various resources available for funding a business.
- 2.8 develop a marketing plan, management plan and financial plan for a business.
- 2.9 prepare a product or service section of the business plan.
- 2.10 discuss the various business ownership types and their advantages and disadvantages.
- 2.11 understand various ways to value a business.

3. METHODS OF INSTRUCTION

- 3.1 Lecture
- 3.2 Presentations
- 3.3 Group Discussions

4. LEARNING ACTIVITIES

- 4.1 Group Discussions
- 4.2 Oral Presentations
- 4.3 Classroom Demonstrations

5. EVALUATION

- 5.1 Quizzes/Exams
- 5.2 Assignments
- 5.3 Participation

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.