

**SOUTHEAST COMMUNITY COLLEGE**  
**BUSINESS DIVISION**  
**Business Program**  
**Revision Date: 08-21-23**

[Syllabus Statements](#)

**I. CATALOG DESCRIPTION**

Course Number: ENTR2090

Course Title: Entrepreneurship Business Plan

Prerequisite(s): ENTR1050 (Introduction to Entrepreneurship) & ENTR2040 (Entrepreneurship Feasibility Study) recommended.

Catalog Description: The student will evaluate a business concept and create a business plan. Students will assess the strengths and weaknesses of a business concept, apply research data into the plans, and prepare the financial projections for the business concept. Students will identify and evaluate various resources available for funding small businesses.

Credit Hours: 3.0

Class Hours: 45

Lab Hours: 0

Total Contact Hours: 45

**II. COURSE OBJECTIVES/COMPETENCIES: *Course will:***

1. Discuss the components of an effective business plan
2. Identify funding sources
3. Explain the impact of an effective business presentation
4. Develop an effective business plan for an entrepreneurial venture
5. Explore various formats of business plans
6. Analyze research data as it relates to an entrepreneurial venture
7. Assess strengths and weaknesses of a business concept

**III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES**

A. Student Learning Outcomes: *Students will:*

1. Develop a well-defined business concept statement
2. Develop an effective business plan to include the following sections: Product and/or Service, Management, Marketing, Financial, Operating, and Human Resources Plan
3. Analyze funding sources
4. Prepare and deliver an effective business presentation

B. General Education Learning Outcomes (GELOs)

1. GELO 3: Critical Thinking & Problem Solving  
Outcome 4: Evaluate the validity of arguments, alternatives, data, outcomes, and/or impacts of actions
2. GELO 6: Career and Life Skills  
Outcome 4: Use digital technology effectively to access, manage, integrate, evaluate, and present information

**IV. CONTENT/TOPICAL OUTLINE**

1. Prepare an effective business plan to include the following sections:
  - a. Executive Summary
  - b. Company Description and Mission
  - c. Management
  - d. Human Resource Plan

- e. Financial Statements
  - f. Operating and Technology
  - g. Product or Service
  - h. Marketing
  - i. Opportunities and Critical Risks
  - j. Milestones and Succession Plan
  - k. Appendix
2. Financial Statement Interpretation
  3. Analyze Funding Sources
  4. Prepare and deliver an effective business presentation

**V. INSTRUCTIONAL MATERIALS**

- A. Text(s):
  1. *Entrepreneurship: Starting and Operating A Small Business*, Glakin & Mariotti, Pearson.
- B. Supplements: BusPlan Pro & BizBuilder

**VI. METHODS OF PRESENTATION/INSTRUCTION (can vary per instructor)**

- A. Explanation and/or lecture
- B. Video presentation
- C. Student reports
- D. Role play
- E. Guest speaker
- F. Small group activities
- G. Discussion
- H. PowerPoint presentation
- I. Field trips
- J. Internet activities

**VII. METHODS OF EVALUATION**

- A. Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
- B. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.
- C. SCC STANDARD GRADING SCALE POLICY
 

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

**VIII. SPECIFIC COURSE REQUIREMENTS**

- A. Grade Requirement: C or better to transfer
- B. Policies and Procedures: Please review handout specific to this instructor
- C. It is important for students to check requirements at the transfer institution they plan to attend.