

Course Objectives/Course Outline
Spokane Community College

Course Title: Entrepreneurship and Business Plan Writing

Prefix and Course Number: BUS 206

Course Learning Outcomes:

- Demonstrate an understanding of components that are required of a business plan
- Understand the business model canvas for feasibility testing
- Demonstrate how to conduct market research using multiple research resources
- Create/write and actionable business plan
- Develop communication and presentation skills

Course Outline:

- I. Introduction
 - a. What it takes to be an Entrepreneur
 - b. Developing a sales philosophy
- II. HP Life- Mini Business School
 - a. Units to be completed:
 - i. Financial
 1. Basics of Finance
 2. Profit and Loss
 3. Cash Flow
 4. Sales Forecasting
 - ii. Marketing
 1. Value Proposition
 2. Features vs. Benefits
 3. Setting Pricing
 4. Selling Online
 5. Target Audience
 - iii. Operations
 1. Maximizing Capacity
 2. Customer Relationship Management
 - iv. Management
 1. Strategic Planning
 2. Effective Leadership
 3. Effective Presentations
- III Business Feasibility Analysis- Canvaizer
 - a. Research
 - b. Internal Business Model
 - c. External Business Model
 - d. Revenue vs Expenditure Analysis
 - e. Go or No-go decision making
- IV Business Plan Development and Writing- Live Plan
 - a. Write a complete business plan

- a. Executive Summary
- b. Marketing, brand, pricing and sales strategy
- c. Management
- d. Operations
- e. Financial and funding model
- f. Pitch presentations

