

Writing a Business Plan

SBM 113 601

Instructor

David Lavery

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D2L – Classlist

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Topics

- The Entrepreneurial Journey
- Why Start a Business?
- Teams
- Business Description & Vision
- Target Market – Research
- Products & Services
- Organization & Management
- Marketing & Sales Strategy
- Financial Management
- Obtaining Financing

Grading

- Attendance – 50%
- Participation – 25%
- Presentations – 25%

Class Hours

- Friday, April 24, 5:00pm -9:00pm
- Saturday, April 25, 9:00am – 5:00pm

Expectations

- Attend class while in session
- Verbally participate in class
- Contribute to presentation

Presentations (one or two member teams)

- Organized
- Thoughtful and thorough
- Good business ideas