Course Syllabus
Business Plan Development
MGT 460 – Fall 2012

Instructor: Lawrence Rhyne                Office: SS3429
e-mail: lhryne@mail.sdsu.edu                Office Phone: 594-5905
Office Hours: T-Th 12:30-1:30; by arrangement

Guide for Anyone Starting Anything, Portfolio. (AoS)

Entrepreneurial Approach, Pearson Prentice Hall. (PEBP)

Grading:
Exams (2)                        25%
Financial Projection            10%
Class Participation            15%
One Page Business Plan         5%
*Plan Presentation            5%
*Draft Business Plan          15%
*Final Business Plan (approximately 20 pgs)    25%

* Group Work

BSBA Program Goals
BSBA students will graduate being:
• Effective Communicators
• Critical Thinkers
• Able to Analyze Ethical Problems
• Global in their perspective
• Knowledgeable about the essentials of business

MGT 460 - Business Plan Development contributes to these goals through its student
learning outcomes . . .

1. Utilize screening and feasibility tools to effectively conduct a feasibility analysis to
determine the worthiness of a potential new business idea.

2. Complete a business plan including an executive summary, industry and market
analysis, a marketing strategy and plan, operations plan, product/service development
plan and company structure.

3. Identify the financial requirements of a new business and develop pro forma financial
statements (e.g. income statement, balance sheet, cash flow, etc.)
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<th>Week</th>
<th>Date</th>
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<tr>
<td>1</td>
<td>8/28-30</td>
<td>Introduction</td>
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| 2    | 9/4-6  | Getting Started  
**AoS** - pp. vii-viii, xi-xii, 3-26, 29-43  
**PEBP** – pp. 1-20 |
| 3    | 9/11-13| First Screen & Pitch  
**AoS** - pp. 44-65  
**PEBP** – pp.21-51  
Present an idea to your group (one minute) |
| 4    | 9/18-20| Feasibility Analysis  
**PEBP** – pp. 53-79  
Prepare a First Screen analysis of your individual idea |
| 5    | 9/25-27| Financials  
**PEBP** – pp. 209-234, 235-257 |
| 6    | 10/2-4 | Preparing a Business Plan  
**AoS** - pp. 66-75  
**PEBP** – pp. 81-100  
Financial Projection Due (10/4) |
| 7    | 10/9   | Exam I  
10/13 | Plan Preparation |
| 8    | 10/16-18| Industry Analysis  
Porter’s 5-Forces  
**PEBP** – pp. 101-122  
One Page Business Plan of Individual idea due (10/16)  
Select Group idea |
| 9    | 10/23-25| Marketing  
**AoS** - pp. 167-191  
**PEBP** – pp. 123-144, 145-164 |
| 10   | 10/30  | The Management Team  
**AoS** - pp. 100-118, 151-166  
**PEBP** – pp. 165-184, 185-208 |
<table>
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<tr>
<th>Date</th>
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<tr>
<td>11/1</td>
<td>Plan Preparation Day</td>
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<td>11/6</td>
<td>AoS - pp. 79-99,119-147, 192-210, 211-217</td>
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<td>11/8</td>
<td>Draft Business Plan Due</td>
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<td><strong>Thanksgiving – No Class</strong></td>
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<td>11/27-29</td>
<td>Plan Presentations</td>
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<td>12/4-6</td>
<td>Plan Presentations</td>
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<tr>
<td>12/11</td>
<td>Final Business Plan due</td>
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