Course Syllabus
Final Project – Business Plan
MBA 799 – D01
3 Credit Hours

Course Description

Developing a business plan is central to any organization. This includes both profit and not for profit organizations. The concept of business plan development is also not reserved for new venture startups or new product creation. While these are central to economic activity, the same process can occur within any organization.

The course will guide students through the key parts of a business plan. During this process, students will be presented with a formal idea generation exercise which, upon completion, should produce a viable product or service around which the business plan will be created. A methodical process will be followed to generate the outline of a business plan, the various parts, and the final plan. Along the way, students will be required to present their ideas and receive constructive feedback from others.

Course Objectives

At completion of the course, students will be able to:
⇒ Generate an original idea for a new product or service.
⇒ Sell the idea to an audience of business peers via a persuasive speech.
⇒ Identify and create the key parts of a business plan.
⇒ Create a complete business plan for submission to an appropriate constituent
⇒ Produce and present the business plan via a formal presentation.

The Need

A new corporate venture is the stereotypical creator and user of a business plan. Existing companies also create new products, launch new divisions and have many projects which represent discrete parts of the organization and could benefit from development of a business plan.

But for the profit motive, not for profit organizations operate in the same economy and under the same economic conditions as do businesses. They have customers, who use their services, and their expenses must not consistently exceed their revenue, or they will cease to exist. The efficient use of resources is central to allowing a not for profit to accomplish its mission.

Regardless of the organization, the ability to research, create, and present a persuasive business plan is necessary to the existence of any organization. Someone who can develop this ability will have a skill set useful in any career.

Instructor

Dr. Matthew W. Will
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Class Format & Meeting Times
Wednesdays 8:00 am – 10:50 am
Hybrid - Face to Face, Online and Self Directed Writing

Required Materials
Successful Business Plan Secrets and Strategies by Rhonda Abrahms, 7th edition, Palo Alto: Planning Shop, 2019 ISBN: 978-1933895826

EMail Account

Required Stuff

Academic Dishonesty and Plagiarism
You must not adopt or reproduce ideas, words, or statements of another person without giving an appropriate acknowledgement to the source. You must give due credit to the originality of others and acknowledge an indebtedness wherever you:
   • Quote another person's actual words, either oral or written;
   • Paraphrase another person's words, either oral or written;
   • Use another person's ideas, opinions, or theories; or
   • Cite facts, statistics, or other illustrative material, unless the information is common knowledge.

All assignments must be your original work and not the work of other students. Neither group work nor the individual work of another student may be submitted by you. Submission of such work will be considered academic misconduct. Incidents of academic misconduct, dishonesty and/or plagiarism will be handled as per the Student Handbook. DO NOT INCLUDE ANY PERSONALLY IDENTIFIABLE information in your papers, as it may be submitted to www.turnitin.com for an originality report

According to the Student Handbook:

Academic Integrity and Academic Misconduct: The students, faculty, and administrators of the University of Indianapolis commit themselves to the highest level of ethical conduct in academic affairs. The University of Indianapolis, therefore, adopts regulations concerning Academic Misconduct to safeguard the academic integrity of the institution. Academic Misconduct includes, but is not limited to, the following circumstances: (A) Cheating, (B) Fabrication, (C) Plagiarism, (D) Interference, (E) Violation of Course Rules, (F) Facilitating Academic Dishonesty, and (G) Abuse of Confidentiality. For a full statement of the policy refer to the University of Indianapolis Student Handbook, Section I, Academic Information.

ADA & Disability Accommodation
The professor will provide accommodation for students qualifying for disability-related needs. The student should contact the Services for Students with Disabilities office (SSD) to begin the process. (see http://www.uindy.edu/ssd for more information).

Class Attendance, Preparation & Participation
Class attendance is an important part of the academic process, and you are expected to attend classes regularly and to manage your schedule in order to meet the demands of this course. If you are absent, you will be responsible for arranging makeup work to be completed prior to the absence or immediately upon return to class at the instructor's discretion. As per the student handbook, reasonable documentation or verification of claims regarding absences may be requested.

Class preparation is critical to success in this course. You are expected to:
  (a) read the assigned material prior to arriving to class, as well as
  (b) review the solved problem illustrations in the chapter and
  (c) prepare a list of questions that you have about the topic.
  (d) participate in class discussions

Please note that the course topics build upon prerequisite knowledge of fundamental business concepts, algebra and basic spreadsheet skills. If you feel you may be deficient in any of these areas, you are encouraged to review them and/or seek tutoring outside of class.

Recording & Copyright Policy
Recording of course lectures and reproduction of class content is not permitted without the expressed written permission of Dr. Will. All content created by Dr. Will is copyrighted and he reserves all rights of reproduction and distribution.

Student Handbook
All students are required to have a complete understanding of the student handbook, especially as it relates to student rights and responsibilities. It is up to the student to understand this document.

Important Stuff

Course Requirements
10% Idea Presentation
10% Discussions
10% Rocket Pitch Presentation
10% Outlines & Other Written Assignments
20% Business Plan Presentation
40% Business Plan

Grading

A	90-100%
B	80-89%
C	70-79%
F	0-69%

Pluses and minuses are assigned at the instructor's discretion.

__The instructor reserves the right to require supplemental assignments during the semester.__

Presentations (Idea, Rocket Pitch, and Business Plan)
- All presentations must be persuasive in nature.
- Professional business attire is required for all presentations. Dark suits for both men and women. See the online guide for details.
- Students must be prepared to answer questions from the instructor and fellow students, as well as receive constructive feedback on the presentation content.
- Grading will be based on both the presentation and any ensuing discussion. Where technology is used, the student is responsible for ensuring compatibility and functionality of all equipment.
- Students MAY NOT use notes or other aids. *__All speeches must be given from memory and standing in front of the class (i.e. not behind the podium).__* A USB enabled clicker will be provided when technology is used.

  Idea Presentation – The goal is to present a viable idea. No visual aids may be used and the maximum time allowed for the presentation is 3 minutes. Time for Q&A does not count against the 3 minutes.

  Discussions – Everyone is required to provide and receive feedback from peers regarding the subject covered. Students should come prepared to share information on the topic listed. Time will be limited at the instructor's discretion so as to cover all necessary content.

Rocket Pitch – Using no more than 3 slides in 3 minutes, the requirement is to present the big picture idea of the business plan. Students must follow the Rocket Pitch Program guidelines contained in the online web link. Q&A does not count against the 3 minutes. The script and slides must be submitted at least 24 hours in advance. The final script and slides may alter slightly from the original submission.

Business Plan Presentation – The final presentation will describe all parts of the business plan and take no more than 7 minutes and use no more than 7 slides. Q&A does not count against the 7 minutes. It must be done from the perspective of asking an investor for funding. Even in not-for-profit situations, students must present as if requesting money for the project.

Outlines
- All outlines should be at least 1.5 pages and no more than 2 pages in length, other than the financial plan outline, which must be 1 page in length. They must be submitted, electronically, as a MS Word file and use the standard MS Word multilevel paragraph outline function. Normal MS Word fonts and margins must be used.
- A pro-forma spreadsheet will accompany the financial plan outline.
- The outlines should be singled spaced and should **NOT** follow APA Style.
- Each document should have a unique title, starting with the students LAST NAME. When in doubt, ask the instructor for guidance. (e.g. WILL_Idea.docx)
- ***While only an outline, the document may not be generic. The outline must contain content unique to your business idea and substantive enough to demonstrate research and work was conducted.***
- The outlines should address, at the minimum, content recommended in Successful Business Plan Secrets and Strategies. Other sources are encouraged.
- All outlines are due at midnight on the date listed in the syllabus.

Business Plan
- The final business plan must be received by midnight on the date listed in the syllabus.
- The file must be a MS Word file and contain a unique title, beginning with the last name of the student. (e.g. WILL_ Business_Plan.docx)
- **APA Style is required for the business plan**. Online links are provided, which describe APA Style.
- All contents, included, but not limited to, charts, spreadsheets, and other graphics are required to be embedded in the document and not contained in other files or links to other files. Only one MS Word file will be accepted. It is important to include a bibliography and where internet sources were used, students are encouraged to hyperlink the source in the bibliography URL.
- Students should follow the Table of Contents sequence presented on page 250 of "The Business Plan" link. While the final Business Plan need not be identical to this sample and contain all the same sections as the Table of Contents, it provides a common sequence which is highly recommended.
- The entire business plan must be at least 50 pages in length. Excessive use of either graphics or other "fillers" to reach the minimum page requirement will be counted against the grade of the Business Plan. Graphics, tables and other data is encouraged, but should be used where appropriate and not merely to reach the page target.
- The Business Plan should be written in third person prose. Grammar and writing style will be considered when grading the Business Plan.

- Students are encouraged to visit the writing lab weekly once the written part of the Business Plan is developed. Submission of reports to the instructor after visiting the writing lab is highly recommended.

Refer to the course website for syllabus readings, videos, etc.

MBA 799 Schedule

Dates		Description	Readings / Videos / etc.
17-May	Class meets	Course overview & "Ideation Exercise"	Watch Rocket Pitch Videos / Tutorial
24-May	Class meets	***Idea Discussion*** Premilinary Product, Service, or Project ideas submitted (1 page max - double spaced)	Read "Validating Your Startup Idea"
31-May	Class meets	***Idea Presentations*** Final Product, Service, or Project idea presented to class 3 minutes (max), no visual aids - Professional business attire	Watch "Rocket Pitch Tutorial" Read "Rocket Pitch Workshop"
7-Jun	Class meets	***Rocket Pitch Presentations*** 3 minutes (max) and 3 slides (max) -Professional business attire Must submit script with slides	Read "Rocket Pitch Process"
14-Jun	Class meets	Review Outlines - Show Examples	Read "The Business Plan"
21-Jun	No Class	Industry and Market Analysis outline submitted - 2 page	Chapters 6, 7, 8, 9 in SBPSS
28-Jun	No Class	Operations & Technology plan outline submitted - 2 page	Chapters 11, 12, 13 in SBPSS
5-Jul	No Class	Independence Day Holiday	
12-Jul	Class Meets	Marketing plan oultine submitted - 2 page ***Class Discussion*** Status report - Progress, road blocks, etc.	Chapter 10 in SBPSS
19-Jul	Class meets	Pro-forma (MS Excel) and Financial Plan outline (1 page in MS Word) submitted ***Class Discussion*** Status report - Progress, road blocks, etc.	Chapters 16, 17, 19 in SBPSS Start writing content
26-Jul	Class meets	Business Plan outline submitted 5+ pages minimum	
2-Aug	Class meets	Business Plan submitted 50+ Pages minimum (APA Style) ***Business Plan Presentations*** 7 minute max - Professional Business Attire	
9-Aug	Class meets	***Business Plan Presentations*** 7 minute max - Professional Business Attire	Chapters 18 in SBPSS