



BUS 302 - 3 credits

# Anatomy of a Business Plan

## Description:

The business that fails to plan, plans to fail. If you want to grow your business, you need an effective, up-to-date business plan. It is your key to start-up, maintaining growth, accessing financing and keeping on track. You'll get a blueprint to steer your company to success and access to capital from lenders and investors. This course is extremely practical, thorough, and easy to understand.

## Texts:

*Anatomy of a Business Plan* by Linda Pinson

## Objectives:

You will list the necessary parts of a quality business plan.

You will prepare a complete business plan for the company of your choice.

## Requirements:

This course is not divided into specific lessons. Instead, you are to complete the following requirements at your own pace. The author recommends committing two evenings a week for twelve weeks to this project.

1. Completely read the entire text, beginning to end, to get an overview of what will be required of you.
2. Begin reading again at the beginning. As the text explains how to prepare a part of your business plan, stop reading and prepare your business plan according to the instructions and illustrations given.
3. When you complete the course, you will have a complete, well-prepared business plan. This will be submitted to your instructor and will be the foundation of your grade for the course.

Of course, your business plan will be put to much more important use than to simply earn you a grade. You will also use it as a blueprint to build or expand your business and to access financing as you need it to take your next step.