UCLA Extension

364534: Developing a Business Plan

MGMT-X 497.610

Winter 2019   Section 1   4 Credits   01/07/2019 to 03/24/2019   Modified 11/08/2018

🖥 Description

Learn all aspects of creating a solid first draft of your own business plan. This course begins with a comprehensive "situation analysis" of your (or your employer's) small business (or case study, if more applicable). You then learn the key components for creating an effective business plan: knowing your existing customers, targeting future customers, customer value formulation, income statement and balance sheet forecasting, revenue forecasting methodologies, competitor assessment and emerging company/product/service competitors, and understanding the pitfalls of small business development. In addition, you look at building and planning an efficient business infrastructure (systems, technology, third-party software); small business finance, cash flow, debt, and financing alternatives; transitioning from personal guarantees and credit lines to a self-financing business model; effectively planning, hiring, and training staff with high potential; the legal aspects of organizing and managing a small business; negotiating skills; and setting day-to-day priorities with the business plan in mind. With these skills, you can build a solid first draft of your business plan.

◎ Objectives

The course aims to provide a 'real world' perspective of effective business development and planning. Instruction also looks to introduce several tools and techniques that will bring structure to brainstorming, aid development and help articulate business concepts and unique opportunities. The end product is an understanding of the critical elements of a business plan.

📊 Outcomes

At the end of the course, each student should have defined a unique value proposition, articulated their opportunity, identified their target market and calculated the financial rewards.

📘 Materials

The Successful Business Plan

Author: Rhonda Abrams
Publisher: Wiley, John and Sons, Inc.
ISBN: 0966963563

Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant

Author: W. Chan Kim, Renee A. Mauborgne
Publisher: Harvard Business Press
ISBN: 1-59139-619-0
Optional

☰ Deliverables

Deliverables/Assignments

1. Tasks associated with the development of your business. The tasks will be a guided discovery to help you develop a deeper understanding, and to get you started in the direction of finding your own answers. It will be your responsibility to locate and refine the information into clear and concise summaries. I expect you to provide as much information as possible in the least amount of words. You then will be expected to submit those to me when completed. (worth 40 points)

2. The Situation Analysis and Storyboard are the central components of your business model and persuading someone. Note, these are specifically related to your business. You will use the lessons to assist you in the assignments that focus on your own business. (worth 20 points each)

3. The Final Project will be a presentation that articulates the core elements of your business model and plan. The final project will be a pitch deck (slide presentation) with supporting notes. Note, this also is specifically related to your business. (worth 20 points)

The assignments and final project are a cumulative portfolio project where you iterate to a refined business model for the final presentation. Complete all of the tasks and assignments on time, and you should be well prepared for your final project with only a limited amount of time and organization required to complete it. You are expected to follow the lessons, then complete the tasks and assignments.

The evaluation of assignment and final project submissions is mostly subjective. These are the 4 qualities considered:

Research - focused research with reliable sources
Definition - clear and concise explanations
Organization - good structure, flow and clarity
Presentation - coherent articulation and illustration of key points

✔ Evaluation

Criteria

Type	Weight	Topic	Notes
Tasks	40%		
Assignment #1	20%	Situational Analysis	
Assignment #2	20%	Storyboard	
Final Project	20%		

Breakdown

Grading Scale:
90-100 = A
80-89 = B
70-79 = C
Below 70 = F
Please note that ALL COURSE GRADES ARE FINAL.

Expectations:

You are expected to read the text and lessons, participate in the discussions, as well as complete all tasks, assignments and the final project. Please note that all of the areas outlined above in the grading have a significant impact on your final grade.

In summary, students are expected to:

Actively participate
Complete all readings and tasks as assigned

Be on time

Communicate respectfully to instructors and fellow classmates

Utilize professional level English in presentations and written assignments

🏛 Institutional Policies

Student Conduct

Students are subject to disciplinary action for several types of misconduct or attempted misconduct, including but not limited to dishonesty, such as cheating, multiple submission, plagiarism, or knowingly furnishing false information to the University; or theft or misuse of the intellectual property of others or violation of others' copyrights. Students are encouraged to familiarize themselves with policy provisions which proscribe these and other forms of misconduct at: https://www.uclaextension.edu/pages/str/studentConduct.jsp (https://www.uclaextension.edu/pages/str/studentConduct.jsp)

Services for Students with Disabilities

In accordance with the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services such as sign language interpreters, assistive listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation. Arrangements for auxiliary aids/services are available only through UCLA Extension's Office for Students with Disabilities at (310) 825-0183 or by email at access@uclaextension.edu. For complete information see: https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp (https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp)

Incompletes

Your instructor may post the interim grade *Incomplete/I* if at the end of the class your overall work is of passing quality but a portion could not be submitted for understandable reasons (e.g. illness). It is your responsibility to petition your instructor for permission to submit work late and to provide an explanation, and it is his or her sole decision whether to accept the explanation. If permitted, the *Incomplete/I* grade will be posted and a time frame defined for you to submit the missing work, ranging from one to twelve weeks. *Incomplete/I* grades that remain unchanged after twelve weeks will lapse to *F*, *NP* or *U*. Receiving an *I* grade entitles you to submit only the missing work your instructor has agreed to accept late, and does not allow other work to be retaken or oblige UCLA Extension to provide continuing access to course materials via Canvas. The *Incomplete/I* grade is not an option for courses that do not bear credit, such as 700, 800, or 900-level courses. For complete information, see: https://www.uclaextension.edu/pages/str/grading.jsp (https://www.uclaextension.edu/pages/str/grading.jsp)

All Grades are Final

No change of grade may be made by anyone other than the instructor, and then, only to correct clerical errors. No term grade except Incomplete may be revised by re-examination. The correction of a clerical error may be authorized only by the instructor of record communicating directly with personnel of Student and Alumni Services.

Sexual Harassment

The University of California is committed to creating and maintaining a community where all individuals who participate in University programs and activities can work and learn together in an atmosphere free of harassment, exploitation, or intimidation. Every member of the community should be aware that the University prohibits sexual harassment and sexual violence, and that such behavior violates both law and University policy. The University will respond promptly and effectively to reports of sexual harassment and sexual violence, and will take appropriate action to prevent, to correct, and when necessary, to discipline behavior that violates our policy.

All Extension students and instructors who believe they have been sexually harassed are encouraged to contact the Department of Student and Alumni Services for complaint resolution: UCLA Extension, Suite 113, 10995 Le Conte Ave., Westwood; Voice/TTY: (310) 825-7031. View the University's full Policy on Sexual Harassment and Sexual Violence at http://policy.ucop.edu/doc/4000385/SHSV (http://policy.ucop.edu/doc/4000385/SHSV).

▦ Additional Items

About Your Online Course Materials

Please note the following about online course components at UCLA Extension:

- Students must have basic computer skills, including the use of word processing software, email, and the ability to use internet browsers, such as Safari, Firefox, or Chrome.
- Students are responsible for meeting the technical requirements of Canvas and familiarizing themselves with the Canvas Learning Management System.
  - What are the basic computer specifications for Canvas? https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas (https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas)
  - Which browsers does Canvas support? https://guides.instructure.com/m/67952/l/720329-which-browsers-does-canvas-support (https://guides.instructure.com/m/67952/l/720329-which-browsers-does-canvas-support)
- Students are responsible for keeping a copy of all assignments and work submitted, and to be aware of all assignments, due dates, and course guidelines.
- Students are encouraged to keep and/or download a local copy of their assignment files, as **access to the online environment of a specific course is limited to 30 days after the final course date**, as listed in the course catalog.

  If you need assistance downloading student materials from your course, please contact Canvas Support or the UCLA Extension Learning Support Team.

UCLA Extension Canvas and Learning Support

For immediate 24/7 Canvas technical support, including holidays, click on **Help** (located on the menu to the left) where you can call or chat live with a Canvas Support representative.

UCLA Extension Instructional Design and Learning Support
The UCLA Extension Learning Support staff assists both students and instructors with Canvas-related technical support, as well as general and administrative questions.

Learning Support staff is available Monday through Friday, from 8 AM to 5 PM (Pacific Time), except holidays:

- Email: support@unexonline.zendesk.com
- Website: http://support.uclaextension.edu (http://support.uclaextension.edu/)

📅 Schedule

When	Topic	Notes
Week One	Introduction	Task: Introduction, Reading Summary and Business Concept Reading: To Be Announced
Week Two	Setup	Tasks: Video/Reading Summary, Worksheets and begin Assignment: Situational Analysis Reading: To Be Announced
Week Three	Business Design	Task: Video/Reading Summary, Worksheets and complete Assignment: Situational Analysis Reading: To Be Announced
Week Four	Value Strategy	Task: Reading Summary and Worksheets Reading: To Be Announced

When	Topic	Notes
Week Five	Market	Tasks: Reading Summary, Worksheets and begin Assignment: Storyboard Reading: To Be Announced
Week Six	Marketing	Task: Reading Summary, Worksheets and Print Ad Reading: To Be Announced
Week Seven	Financials/Finance	Task: Reading Summary, Worksheets and Revenue Reading: To Be Announced
Week Eight	Management	Task: Reading Summary, Worksheets and Resume Reading: To Be Announced
Week Nine	Persuasion	Task: To Be Announced Reading: To Be Announced
Week Ten	Summing it up	Task: To Be Announced Reading: To Be Announced
Week Eleven	Final Projects Due	