

# ENTREPRENEURIAL BUSINESS PLANNING: TIMETABLE

**Pre-requisite: BUSS 3043 Entrepreneurial Enterprises or equivalent**

## Lecture/Seminar Session Schedule for SP6 2009, Class 60057

Date	Time	Session and Module
Monday 28 September	9.10am to 1.00pm <b>BJ2-42</b> <b>City East</b>	<b>Session 1: The nature of entrepreneurial business plans</b> <ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• Introduction to the business idea</li> <li>• The nature of entrepreneurial business plans</li> <li>• Readers of business plans and what they seek</li> <li>• <i>Your business idea</i></li> </ul>
Tuesday 29 September	9.10am to 5.00pm <b>BJ2-42</b> <b>City East</b>	<ul style="list-style-type: none"> <li>• How the business plan is evaluated</li> </ul> <b>Session 2: Business mission, environment and strategy</b> <ul style="list-style-type: none"> <li>• The business mission</li> <li>• Environmental analysis - Advanced information search</li> <li>• Commercialisation and new product development</li> <li>• Innovative growth strategies</li> <li>• Innovative competitive strategies</li> </ul>
Wednesday 30 September	9.10am to 1.00pm <b>BJ2-42</b> <b>City East</b>	<ul style="list-style-type: none"> <li>• Risk management and scenarios</li> <li>• Market and sales forecasting</li> </ul> <b>Session 3: Entrepreneurial teams</b> <ul style="list-style-type: none"> <li>• The entrepreneur and the team</li> <li>• The team management index</li> <li>• <i>Answering examination questions</i></li> </ul>
Thursday 1 October	9.10am to 1.00pm <b>BJ2-42</b> <b>City East</b>	<b>Session 4: Putting together the business plan</b> <ul style="list-style-type: none"> <li>• The business and revenue models</li> <li>• Business planning financials</li> <li>• How to put your plan together</li> <li>• <i>Interview with an entrepreneur</i></li> </ul>
Friday 2 October	10.10am to 1.00pm <b>BJ2-42</b> <b>City East</b>	<ul style="list-style-type: none"> <li>• Course review</li> </ul> <b>Individual Assignment</b> (1000 words, 15%) <ul style="list-style-type: none"> <li>• To be written during this session</li> </ul>

## Workshop Session Schedule

Date	Time	Location	
Wednesday 7 October	11.10am to 2.00pm	<b>GK5-24</b> <b>City West</b>	These workshops are the avenue for students to discuss any aspect of their project or of the course in general, as well as any specific individual problems. We recommend that each team will roster at least one member to attend each session (attendance will not be recorded). These sessions also give students the chance to learn from the experiences and challenges faced by other teams.
Wednesday 14 October	2.10pm to 5.00pm	<b>BH4-29</b> <b>City West</b>	
Wednesday 21 October	11.10am to 2.00pm	<b>GK5-24</b> <b>City West</b>	
Wednesday 28 October	2.10pm to 5.00pm	<b>BH4-29</b> <b>City West</b>	

## Assessment and Deliverables Schedule

Date	Time	Assessment	Location
Friday 2 October		Individual Assignment (1000 words, 15%)	<b>BJ2-42, City East</b>
Wednesday 7 October	11.00pm	Submit Team Concept Statement (part of project report)	AssignIT electronic submission
Monday 19 October	11.00pm	Submit Individual Assignment (1500 words, 35%)	AssignIT electronic submission
Wednesday 4 November	11.00pm	Submit Team Business Plan Report (4000 words, 50%)	AssignIT electronic submission
Friday 6 November	2.10pm to 5.00pm	Business Plan Presentation and Review Session	<b>HH3-09</b> <b>City West</b>

## **ASSESSMENT**

### **Assessment 1 – Individual Assignment (1000 word limit, 15%)**

Students will be given four questions addressing aspects of the course at the first seminar session. On the last day of the seminar series, students will be given one of these questions, and will have 30 minutes to write an assignment answering this question. This will be done under test conditions and no materials will be allowed. The lecture/seminar series will include a session on "answering examination questions".

### **Assessment 2 – Individual Assignment (1500 words, 35%)**

Each person is given the challenge to identify an entrepreneur and interview them about their experiences in starting their business venture. Students are briefed on this exercise, and are given detailed information on how to carry out this interview and write a short report.

### **Assessment 3 – Team Project Report (4000 words, 50%)**

Students are allocated into teams of four or five in the first session of the seminar series. The team is helped to identify a business idea during the course of the seminars. The project team is required to put together a concept statement as a first stage in developing their business idea. After the end of the seminar series, teams write a professional entrepreneurial business plan that includes an analysis of the technical, market, operational and financial feasibility of their team's business idea. The purpose of the business plan is to attract funding from an angel investor. Teams are to use the document and financial templates that are provided on the course web site to help them prepare the report that is to be submitted as a poster made up of three A3 pages. Students are offered workshops when they can discuss with the lecturer their progress in writing their plans.

## **READINGS**

A book of readings will be made available. There is no prescribed textbook

## **PREREQUISITE**

BUSS 3043 Entrepreneurial Enterprises is a prerequisite for this course.