

Course Outline

Course Code, Number, and Title:

BUSM 2450: Business Planning

Course Format:

Lecture 3 h + Seminar 1 h + Lab 0 h

Credits: 3

Transfer Credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, and Corequisites:

This course emphasizes the “how to” techniques in the development of business plans. In this course, students work on an existing business venture and conduct the research, planning and writing of a plan. The course will provide you with the tools and resources to develop a comprehensive business plan. You will also learn what investors and lenders look for in a business plan. Throughout the course, you will learn how to analyze a business plan, how to assess the feasibility of a business, improve the plan, create and analyze a business opportunity, and perform an elevator pitch. By the end of the semester you will have developed a detailed business plan for a business venture and pitched it to the class.

Learning Outcomes:

Upon successful completion of this course, students will be able to

- Work with a team to create a comprehensive business plan, that includes all major areas of the business, including marketing, operations, finance, etc.
- Articulate business ideas and screen ideas for feasibility. Elevator pitch and first screen
- Demonstrate the ability to pitch a business to bankers and investors by demonstrating the problem, their unique solution, the market, and the deal sought.
- Work with a team to create and analyze financial statements, including projected balance sheets, projected income statements, projected cash flow and share valuation.
- Work with a team to research and analyze industry trends, using a variety of sources, and perform and analyze concept testing with members of a defined target market.

Instructor(s): TBA

Office: TBA

Phone: TBA

Email: TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8

Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name

and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.

Assessments and Weighting:

Final Exam %
Other Assessments %
(An example of other assessments might be:) %

Information currently unavailable, please consult Department for details.

Grading:

Specific grading schemes will be detailed in each course section outline.

Information currently unavailable, please consult Department for details.

Detailed Course Schedule:

Information currently unavailable, please consult Department for details

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies: