Successful Business Plan, 6th Edition

By Rhonda Abrams
PlanningShop

Successful Business Plan is the best-selling business plan book on the market. Currently in its 6th edition, it’s been adopted at over 1,000 colleges, universities, and business schools across the country and worldwide. The book is based on the author’s exhaustive, meticulous research and professional experiences with hundreds of companies and funding organizations. With over 100 worksheets, Successful Business Plan takes students step-by-step through every critical section of a successful business plan.

Unlike most textbooks, Successful Business Plan is very reasonably priced at $44.95. Your students will thank you, and so will their wallets! Another unique feature of Successful Business Plan is the available supplemental software. The Business Plan Financials come unbundled, allowing you to decide whether or not you want to incorporate the software into the business plan development process. If you decide not to use it, your students don’t have to purchase it.

Successful Business Plan addresses all aspects of developing a successful business plan, including the ethical aspects. In fact, it was the first business plan book to include a section on social responsibility. Your students are tomorrow’s business owners, and now is the time to reinforce their sense of ethical behavior and social responsibility.

PlanningShop is dedicated to providing your students with the best entrepreneurship textbooks around. We’re equally as dedicated to providing you with outstanding teaching tools and support. In order to achieve this goal, we’ve developed this Instructor’s Manual, with the following features:

• Sample syllabus
• Chapter outline
• PowerPoint Presentation
• Dedicated support contact information
Sample Syllabus

ENT 312: The Successful Business Plan
PlanningShop University, Fall 2015
by Rhonda Abrams
Planning Shop

Prof. Jane Smith jsmith@PlanningShop.com
650-364-9120
Office Hours: MWF 3:30-5:30 and by appointment

Welcome to ENT 312: The Successful Business Plan!

In this course, you will:

• Become familiar with the components of a business plan
• Working in teams, develop a business plan for a new business
• Learn how to present your business plan to potential funders/investors

Using the Abrams text, you will learn about the various components of a business plan, from the executive summary to strategic positioning to the technology plan to social responsibility. We will pay extra attention to the financials, including income statements, balance sheets, cash flow statements, sales projections, and so on. You may choose to purchase the companion software that is supplemental to the text, the Business Plan Financials. The worksheets are an Excel-based spreadsheet program, suitable for printing, and can be purchased and downloaded from PlanningShop’s website: www.PlanningShop.com/elecWorksheets.asp. To receive a 5% discount special for this class, enter SMIFAL05 in the coupon section of your shopping cart. (Please remember that software piracy is stealing, and it is illegal. Show PlanningShop the same respect you hope that your customers will show you, and don’t pirate the worksheets.)
You will develop your business plans in small groups, following the steps presented in the Abrams text. A sample plan is included in the text for your reference, and we will be exploring each section in class as well. Your team will present its business plan to a panel of potential funders, made up of venture capitalists, angel investors, and bank lenders.

**Course Goals:**

- Prepare a concise and effective written business plan and present it orally to a panel of potential funders
- Include support in the form of: evidence of customer acceptance, appreciation of funders’ needs, evidence of focus, and proprietary position
- Display an understanding of the different components of the business plan in relation to each other and the business as a whole within the context of the industry
- Prepare an executive summary
- Prepare a company description
- Prepare a marketing/sales plan
- Prepare an operations plan
- Prepare complete financial projections
- Prepare a social responsibility plan
- Prepare an exit plan

Be sure to use the research resources available to you at the school library. Many fee-based business databases are available there for free. Check with the research librarian. The publisher of your textbook, PlanningShop, also publishes books to help you with business research, presenting your plan, finding investors, and more. Check its website at www.PlanningShop.com.

**Course Schedule**

Throughout the course, feel free to drop by my office during office hours, or schedule an appointment. Refer to this syllabus and your text for useful, time-saving information. When all else fails, contact the textbook publisher’s Academic Liaison, Andrea Lazarich.
Instructor’s Manual

through email (andrea@PlanningShop.com) or by phone (650-364-9120) Monday through Friday, 9am to 5pm Pacific time.

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<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Read Chapters</th>
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<tr>
<td>1</td>
<td>9/28</td>
<td>Business plan overview; formation of teams; preliminary project discussions</td>
<td>1, 2, 3</td>
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<td>2</td>
<td>10/5</td>
<td>Executive Summary</td>
<td>4</td>
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<td>3</td>
<td>10/12</td>
<td>Marketing/Sales Plan</td>
<td>5, 6, 7</td>
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<td>10/19</td>
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<td>5</td>
<td>10/26</td>
<td>Operations Plan; Technology Plan</td>
<td>11, 12, 13</td>
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<td>6</td>
<td>11/1</td>
<td>Social Responsibility Plan; Exit Plan</td>
<td>14, 15</td>
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<td>11/8</td>
<td>Financials</td>
<td>16</td>
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<td>8</td>
<td>11/15</td>
<td>Financials, continued</td>
<td>16, 17</td>
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<td>9</td>
<td>11/29</td>
<td>Putting the plan to work; Prepare presentations</td>
<td>18, 19, 20</td>
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<td>10</td>
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**Grading**

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<tr>
<td>Presentation &amp; Defense</td>
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<td>20%</td>
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<tr>
<td>Peer Review</td>
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<td>10%</td>
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<tr>
<td>Participation</td>
<td>100</td>
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Ancillary PowerPoint Presentation

To assist you in your classroom use of Successful Business Plan: Secrets & Strategies, PlanningShop has developed a PowerPoint presentation, which is included in our instructor’s materials.

You can rearrange and edit the slides as you deem necessary to fit your individual teaching style, or advance the slides as your students work through the text. The PowerPoint slides follow the book chapter by chapter, and include charts and worksheets from the text, as well as examples of references and resources found in the text.

The addition of visual aids to the classroom environment is a valuable learning tool for many students. Not only do the PowerPoint slides emphasize the key points you make, they also offer students something visual on which to focus, creating a more dynamic learning process. Add your own slides to support any external reading assignment, case studies, school-sponsored business plan competitions, and so on.
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By Rhonda Abrams
Paperback, 375 pages
List Price: $49.95
ISBN: 978-1-933895-26-0

Six-Week Start-Up, 3rd Edition
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Paperback, 311 pages
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ISBN: 978-1-933895-41-3

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