

BUSS 3049 ENTREPRENEURIAL BUSINESS PLANNING

Pre-requisite: BUSS 3043 Entrepreneurial Enterprises

Lecture/Seminar Session Schedule for SP6 2012, Class 60202 at City West

Date	Time	Session and Module
Tuesday 18 September (Week 38)	10.10am to 4.00pm HH3-09	Session 1: The nature of entrepreneurial business plans 1-1 Introduction to the course 1-2 The business idea 1-3 Entrepreneurial growth ventures 1-4 The nature of entrepreneurial business plans 1-5 Readers of business plans and what they seek 1-6 How the business plan is evaluated
Thursday 20 September (Week 38)	10.10am to 4.00pm HH3-09	Session 2: Business mission, environment and strategy 2-1 The business mission 2-2 Environmental analysis - Advanced information search 2-3 Venture capabilities and SWOT Summary 2-4 Setting objectives 2-5 Innovative growth strategies 2-6 Innovative competitive strategies
Tuesday 25 September (Week 39)	10.10am to 4.00pm HH3-09	2-7 The business model Session 3: Entrepreneurial organisation 3-1 Business structure 3-2 The entrepreneur and the team 3-3 Marketing essentials • <i>Answering examination questions- for Assignment 1</i>
Thursday 27 September (Week 39)	10.10am to 4.00pm HH3-09	3-4 Building credibility 3-5 Scenarios Session 4: Putting together the business plan 4-1 Business planning financials 4-2 How to put your plan together 4-3 Course review • <i>Discussion on Assignment - Interview with an entrepreneur</i>

Workshop Session Schedule

Date	Time	Location	
Tuesday 2 October	10.10am to 1.00pm	TBA	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 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.
Tuesday 9 October	2.10pm to 5.00pm	TBA	
Tuesday 16 October	2.10pm to 5.00pm	TBA	
Tuesday 23 October	2.10pm to 5.00pm	TBA	

Assessment and Deliverables Schedule

Date	Time	Assessment	Location
Friday 28 September	4.10pm to 5.00pm	Individual Assignment (15%)	GK4-30
Monday 8 October	11.00pm	Submit Team Concept Statement (part of project report)	By email direct to peter.balan@unisa.edu.au
Monday 15 October	11.00pm	Submit Individual Assignment (35%)	Electronic submission through Gradebook
Wednesday 24 October	11.00pm	Submit Team Business Plan Report (50%)	AssignIT electronic submission
Friday 26 October	2.10pm to 5.00pm	Business Plan Presentation and Review Session	GK4-30

Students benefit by working on a single business idea and learning from other students at the report presentation and review session.

See what else is special about this course on www.unisa.edu.au/cde

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ASSESSMENT

Note: detailed guidelines for assessments are on the course Learnonline website. It is most important that students follow those guidelines, and use the templates provided on that website.

Assessment 1 – Individual Assignment (15%)

Students are given questions addressing aspects of the course at the first seminar session. At the session scheduled in the timetable, students are given one of these questions, and have 30 minutes to write an assignment answering that particular question. This is done under exam conditions and no materials are allowed. The lecture/seminar series includes a session on "answering exam-type questions".

Assessment 2 – Individual Assignment (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, using a template that is downloaded from the course Learnonline website.

Assessment 3 – Team Project Report (50%)

Students are allocated into teams of four or five in the first session of the seminar series. Students are given a business idea at the start of the seminar series. Each team submits a concept statement as a first stage in developing the business idea, and this document counts towards the assessment of the report. Teams then write a professional entrepreneurial business plan that includes an analysis of the technical, market, operational and financial feasibility of the business idea. Each team carries out face-to-face interviews with 20 potential customers for the business idea to obtain primary information for their report. Document and financial templates for the report are provided on the course Learnonline website. Students gain a good understanding of the business idea as it is the focus of discussions and team-work exercises during the lecture/seminar sessions.

Each report is presented as a poster (made up of three A3 pages), and teams display these in the lecture room at a presentation and review session. Each team is given 1 minute to explain to the class why its report presents the most persuasive case for investment (as the purpose of the business plan is to attract funding from an angel investor). Students then have 20 to 30 minutes to assess other reports, and then each team asks questions of the other teams. This is followed by general discussion and feedback. This innovative process means that students learn from the work that others have done, and get immediate feedback on their report. Individual student contribution to this session counts towards their mark for this assessment.

PREREQUISITE

BUSS 3043 Entrepreneurial Enterprises. BUSS 3049 Entrepreneurial Business Planning and BUSS 3043 Entrepreneurial Enterprises may not be taken in the same Study Period.

TEXTBOOK

There is no textbook. A book of readings is available through Unibooks.

OTHER ENTREPRENEURSHIP COURSES

The marketing aspects of new business development are dealt with in detail in the course BUSS 3048 Entrepreneurial Commercialisation for New Ventures. This is offered in SP4 at City West, and it has prerequisites of 36 points of undergraduate study in any field.

Entrepreneurial Business Planning builds on the prerequisite course BUSS 3043 Entrepreneurial Enterprises that is offered in SP1 and SP6 at City West. Entrepreneurial Enterprises has prerequisites of 36 points of undergraduate study in any field.

Extensive details about these other courses are on the CDE website; www.unisa.edu.au/cde