

Area of study: Entrepreneurship

Developing a Business Plan (EPS01)

Introduction

Individuals considering starting a new venture should not overlook the importance of business planning to assess the viability of the new venture and attract investors and other stakeholders. The process of developing a business plan also forces individuals to look objectively at the venture to determine its feasibility. This module considers the elements of the business plan and the strategies entrepreneurs can use to develop a document that effectively communicates the business idea and can be used to raise funds for a new venture.

Target Audience

- Business owners
- Individuals considering starting a new venture
- Directors and business managers
- Executives who are interested in launching a new venture or business unit

Benefits

Upon completion of this module, you will be able to

- understand the reasons for developing a business plan
- identify the key components of the business plan and the related issues
- critically analyse a business plan and understand the strengths and weaknesses
- prepare an effective business plan presentation

Topics

Rationale for Writing the Business Plan introduces the various reasons why a business plan would be needed and what investors are looking for in a business plan.

Elements of the Business Plan introduces the various components of the business plan and investigates key issues related to marketing, operations, organisational structure and financials.

Critiquing the Business Plan introduces the key issues related to assessing business plans and provides a framework for assessing these.

Format and Presentation of the Plan investigates the key issues related to the presentation of the business plan.

Duration

Approximately 9 hours over 3 weeks

Certificate

Completion certificate awarded by U21Global with the crests of the affiliated universities