EEL4062 - Business Plan Development
Three Credits, Two and a half hours, Engineering Topic.

Instructor: Dr. Rafael Soltero.

Textbook: Preparing Effective Business Plans, An Entrepreneurial Approach

Specific Course Information:
This course provides real world, hands-on learning on what it is like to actually develop a business plan. The real value of creating a business plan is in the process of researching and thinking about your business in a systematic way. The act of planning helps you to think things through thoroughly, study and research if you are not sure of the facts and look at your ideas critically. It takes time now, but avoids costly, perhaps disastrous, mistakes later.

To start a new venture, you first need to develop and validate a business idea. Then you can create and develop the strategy for launching a new business. Students learn more and remember more when they analyze, apply, and evaluate what is discussed in class. Working in a Team, you will create your own business plan as an assignment in your course.

Specific Goals for the Course
a. Specific outcomes of instruction
Upon successful completion of this course, the student will:
1. Discuss what is a business plan, its elements, and how do they fit together.
2. Know why and when you need to write a business plan.
3. Experience the difficult process that all entrepreneurs go through when they plan their new venture.

b. Explicitly indicate which of the student outcomes listed in Criterion 3 or any other outcomes are addressed by the course.
In this course the student will have to show
(a) an ability to apply knowledge of mathematics, science, and engineering (N/A)
(b) an ability to design and conduct experiments (simulations), as well as to analyze, interpret data (N/A)
(c) an ability to design a system, component, or process to meet desired needs (N/A)
(d) an ability to function in multi-disciplinary teams (N/A)
(e) an ability to identify, formulate, and solve engineering problems (homework) (N/A)
(f) an understanding of professional and ethical responsibility (N/A)
(g) an ability to communicate effectively (through project reports) (N/A)

(h) the broad education necessary to understand the impact of engineering solutions in a global and societal context (N/A)
(i) a recognition of the need, and an ability to engage in life-long learning (N/A)
(j) a knowledge of contemporary issues (N/A)
(k) an ability to use the techniques, skills, and modern engineering tools necessary for engineering practice (N/A)
(l) a knowledge of probability and statistics (N/A)

Brief list of the topics to be covered
1. Course introduction and Team introductions
2. Assignments and Project Approvals
3. Developing and Screening Ideas
4. Feasibility Analysis
5. Executive Summary, business description and Pitch
6. Industry Analysis
7. Market Analysis
8. Marketing Plan
9. Company Structure and Management
10. Operations and Product Development

**GRADING: (Compensation What You Get for Your Work)**

<table>
<thead>
<tr>
<th>Experiential Learning Assignments</th>
<th>Possible Points*</th>
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<tbody>
<tr>
<td>Individual class attendance and participation (14 classes)</td>
<td>$150</td>
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<tr>
<td>Outside of class progress as measured by weekly presentations and completion of EEL4062 Project</td>
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<tr>
<td>File</td>
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<tr>
<td>Discussion Boards (10) @ $20 each submitted on Canvas before class</td>
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<tr>
<td>Final Written Business Plan</td>
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<td>Team final presentation and Team Self-Evaluation</td>
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<td>Total Available Points</td>
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**Pricing Schedule (What You Can Buy)**

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<td>799&lt;=C+&lt;760</td>
<td>F: Below 600</td>
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