

**University of Arkansas – Fort Smith**  
**5210 Grand Avenue**  
**P. O. Box 3649**  
**Fort Smith, AR 72913–3649**  
**479–788–7000**

**General Syllabus**

**BUSI 40373 Business Plan Competition**

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisites: MGMT 30343 New Venture Creation and admission to the College of Business, or consent of instructor for majors outside the College of Business.

Effective Catalog: 2018-2019

**I. Course Information**

**A. Catalog Description**

Requires the application of principles of management, marketing and finance to a start-up business. Addresses the practical aspects of analyzing the planning and organizing, marketing, human resources, and financial control needs for a new business. Students work in teams to develop a business plan to be entered state, regional or national competitions such as the Donald W. Reynolds Governor's Cup for Entrepreneurial Development.

**II. Student Learning Outcomes**

**A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Demonstrate an understanding of customers for the proposed venture by defining target markets, assessing market needs and determining product or service value to the market
2. Develop a management team for the proposed business based on the needs of the organization.
3. Formulate and plan for the implementation of business strategies
4. Develop and present a comprehensive business plan to individuals in and outside of the classroom setting.

**B. University Learning Outcomes**

This course enhances student abilities in the following areas:

**Analytical Skills**

**Critical Thinking Skills** - Students will analyze business issues and integrate functional business knowledge.

**Communication Skills (written and oral)**

Students will prepare a written report in most cases. In addition, presentations of course material will be required.

**III. Major Course Topics**

- A. Market Needs Assessment
- B. Financial Planning and Forecasting
- C. Strategic Planning and Implementation Issues
- D. Development of Human Capital and Management Team
- E. Required Contents for Business Plans
- F. Persuasive Communication and Presentation