

The University of Texas at Austin

Professional Development Center

Title: Roadmap to Success: How to Write a Business Plan*

Course Syllabus

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Course Description

Roadmap to Success: How to Write a Business Plan provides a practical, step-by-step instruction in how to develop a business plan for a small business start-up or expansion. Upon completion this Plan can be submitted to a financial institution or private investor for funding or used for implementation. Emphasis on importance of the plan components, format, marketing and financial projections and analysis.

Course Objectives

Upon completion of this course, the participant should be able to:

1. Demonstrate an understanding of the purpose, guidelines and components of a business plan
2. Explain the planning process
3. Follow the guideline for preparing a business plan
4. Understand the role and importance of the Balance Sheet, Profit and Loss Statement, Break Even Analysis and 12 and 24 month Cash Flow Statements in the Plan
5. Understand how to research target markets, demographics, and competitors
6. Relate each of the major elements of a business plan to his/her present or contemplated business
7. Access local and internet sources of help and guidance for Small Business Start Ups
(including the City of Austin Small Business Development Center)

Rationale

Understanding the various components that comprise a business plan is necessary for any small business owner to establish a road map and direction for their business and secure financing for staffing, operations, materials, equipment and future growth. This course will enable students to

review all components of a Business Plan and apply learned concepts in developing a plan for their own business.

Required Material: 3 Ring Loose Leaf Binder (1½ inch) with Clear Plastic Cover Insert
12 Tab Table of Contents

Prior to Class: Email Instructor a short bio of work experience, education, area of interest for starting a small business (if known) and projected time frame

Type of Course: Short Course – 6 hours

Course Outline:

SESSION I (3 Hours)

Part 1: Laying The Foundation **1.5 hours**

Introductions
Overview of Course
Why Develop a Business Plan?
Strategic Planning – *A Brief Overview*
Components of Your Business Plan
Presentation - *Your Plan's "Curb Appeal"*

Part 2: Your Business Plan **1.5 hours**

Cover Sheet
Table of Contents
Executive Summary (Write this part last!)
Company Overview
Product and Service Description – *Why Your Business Exists*

SESSION II (3 hours)

Part 3: Your Business Plan (cont'd) **1.5 hours**

Market Analysis
Marketing and Sales Strategy
Internet Strategy
Management & Personnel Plan – *Your Success Team!*

Part 4: Your Business Plan (cont'd) **1.5 hours**

Financial Projections
Start up Costs
Balance Sheet
Cash Flow Projections – *The Lifeblood of Your Business*
Break Even Analysis
APPENDIX: *Supporting Documents*

Summary and Guide to Resources for Continued Development

City of Austin Small Business Development Center

***This class eligible for Small Business Success Certificate**

Participants who complete six of the classes marked with an asterisk will receive a framed gold seal Small Business Success Certificate jointly from both The University of Texas at Austin Professional Development Center and City of Austin Small Business Development Program.