

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

General Syllabus

COBI 4033 Business Plan Competition

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisites: MGMT 3033 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