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## INDIVIDUAL TERM PROJECT

## THE GOAL

The purpose of this project is to help students develop and refine their business plan skills. This includes analyzing strategic issues in a business model, evaluating feasibility, researching and compiling relevant industry and trend data, and communicating findings in well written and organized business plan formats.

To achieve these goals students will select an original business idea of their own or utilize a start-up venture or newly expanding current business in which they are an active participant, for the focus of the term project. The completed business plan will implement the components and strategies studied and currently utilized in business and new venture formation.

## SCHEDULE & DEADLINES

Students will start off the term by submitting a clear but detailed summary of the business idea for review and instructor approval. The LivePlan software along with resources provided will be utilized to develop a complete business plan by the final week of the course. Assignments listed in the schedule below will be required during the semester.

The final business plan submission will be peer reviewed by randomly selected teams and submitted in the SPC Business Plan & Elevator Pitch Competition.

By the final week of the course each students is expected to have researched, refined and improved their initial idea for peer review and competition submission.

## ASSIGNMENT SCHEDULE

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| --- | --- | --- |
| **Week #** | **Assignment & Submission Details:** | **Points** |
| **1****2** | **Submit business plan idea for instructor approval.****Approved ideas will be used for final term project submission. (IDEA TEMPLATE PROVIDED)****This counts towards WEEK #1 ATTENDANCE – failure to submit a business idea will result in an absence for the week.** | **10** |
| **Create login profile in LivePlan account and research business plan library by industry to find at least one sample business plan that can help you as a guide.****Submit – Login Confirmation and identify business plan selection** **NOTE: This counts towards WEEK #2 ATTENDANCE – failure to submit a business idea will result in an absence for the week.** | **10** |
| **3** | **Submit Industry Research & References:*** Include databases, benchmark research, and all references complied.
* List key findings pertaining to the industry and trends of target market.
* Indicate risks and assumptions developed as a result of research.

**(LIBRARY RESOURCES PROVIDED)** | **30** |
| **5** | **Submit BUSINESS PLAN DRAFT as a PDF from your LivePlan software including ALL key sections:*** Operations & management involved in starting a new firm or franchise or beginning a new project/expansion in an existing firm.
* Marketing plan for effectively branding, promoting and developing communications, including product/service positioning and target market identification.
* Feasibility of business concept using industry and trend data and research findings.
* Financial projections and start-up cost analysis.
* Appendix & References

**(SAMPLES & RESOURCES PROVIDED)** | **100** |
| **7****BEGINNING of WEEK** | **Completed Business Plan Report & Submitted:*** Must be submitted in MyCourses drop box by the due date as a PDF from LivePlan
 | **100** |

## ASSIGNMENTS

 **UNLESS OTHERWISE NOTED by the Instructor use the schedule above to keep track of due dates for the weeks that Term Project deliverables are required and expected – WEEK #7 IS A SHORT WEEK.**

 **SPC servers monitor official time.  Please do your best to not wait until the last minute to submit an assignment!**

**Late Submissions & Extenuating Circumstances:** If you have extenuating circumstances that prevent you from meeting a deadline, completing a projects, quiz, or participating in the class, please contact the instructor to make alternative arrangements. The possibility of alternative arrangements **is at the discretion of the instructor.** Active communication is the key to overcoming any hurdles you may encounter during the term. **A penalty may or may not be assigned**, at the discretion of the faculty member. **All requests for extensions must be made in writing (via email) and supporting documentation may be required for extensions to be granted.**

## GRADING CRITERIA

The grading of your individual work is in part a subjective process. The following areas are considered and reviewed for quality, quantity and content:

|  |  |  |
| --- | --- | --- |
| **Content, Focus, Use of Text/Research** | **Analysis and Critical Thinking** | **Writing Style, Grammar, APA Format (when assigned)** |
| **50%** | **30%** | **20%** |
| Response successfully answers the assignment question(s); thoroughly uses the text and other literature. | Response exhibits strong higher-order critical thinking and analysis (e.g., evaluation). | Sentences are clear, concise, and direct; tone is appropriate. Grammatical skills are strong with almost no errors per page. Correct use of APA format when assigned. |

Remember a big part of successful Entrepreneurship is the quality of your presentation. Your submissions should be worthy of investors’ time and money.

## SPC Resources

SPCollege has wonderful resources for students such as the Writing Support Center, the Career and Entrepreneurship Center (CEC) and expert Librarians.

If you feel you would benefit from additional assistance, do not hesitate to contact your SSS (Student Support Services) Office, your Academic Advisor or notify your instructor. Below are a few helpful links:

**ENTREPRENEURSHIP LIBRARY GUIDE LINK:** <http://www.spcollege.edu/central/cec/>

**LIBRARY:** <http://www.spcollege.edu/central/libonline/>

**LIBRARY & BUSINESS WRITING & TUTORING SERVICES**

<http://spcollege.edu/tutoring/>

***Remember we are ALL here to help our students.***

***All you have to do is ask!***