


# BUSINESS PLAN DEVELOPMENT

## Course Introduction

<b>Overview</b>	<p>Can you think about having the chance to push your imagination in real business world while pursuing your management studies?</p> <p>Business Plan Development students have chance to do just that through the Business Plan Contest—end of term competition that challenges student teams to submit complete business plan (from concept to financial forecasts) for evaluation. Course provides participants wide range of business/management skills, but especially know-how to launch a new venture company or start one inside an established organization.</p>
<b>Topics</b>	<p>BPD course participants learn steps leading to business plan presentation, from the examination of business opportunities, analysis of the competitive structure and strategy development, to forecast of incomes and expenditures.</p> <p><u>Module 1</u> (2 sessions):          Entrepreneurial business opportunities: Basic learning          Simulated new venture start-up (CD-ROM game simulation)</p> <p><u>Module 2</u> (7 sessions):          Recognizing opportunity and building business models</p> <p><u>Module 3</u> (2 sessions):          Final project - new business plan presentation</p> <p>*Teams begin work on final projects in Session 5 (7 sessions in all, not just final 2 sessions)</p> <p>Course, among other things, will provide participants the</p> <ol style="list-style-type: none"> <li>1. Tools to identify/evaluate opportunities and acquire/manage resources</li> <li>2. Tools to analyze business context and risks</li> <li>3. Analytical frameworks for understanding competitive/market dynamics</li> <li>4. Guidelines for developing market-entry strategy</li> <li>5. Financial tools for estimating economic viability</li> <li>6. Criteria for making go/no-go decisions to start/approve new ventures</li> <li>7. Understanding of financial options and frameworks</li> <li>8. Tools for maximizing marketing opportunities</li> <li>9. Tools for identifying resource requirements and building capabilities</li> <li>10. Strategies for achieving/sustaining competitive advantage</li> </ol>
<b>In-Class</b>	<p>Class learning environment will be active for all 3 modules. First module focuses on basic learning, CD-ROM simulation, and team presentations. Second module is focused on case discussions and team analysis/presentations. Third module is focused on finalizing new business idea, again with team's working together (outside class team effort is required)</p>
<b>Class Time</b>	<p>Wednesdays 19:00 – 21:40          *11 weekly sessions</p>
<b>Instructor</b>	<div style="display: flex; align-items: center;">  <div> <p><b>Nigel Denscombe</b>              Denscombe Corporation  <a href="http://www.denscombe.co.jp/2010/CEO_profile.html">http://www.denscombe.co.jp/2010/CEO_profile.html</a></p> </div> </div>

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## Course Syllabus

<b>MODULE 1</b> Sessions 1-2	<b>ENTREPRENEURIAL BUSINESS OPPORTUNITIES: BASIC LEARNING</b>
Week1 Week2	Topic 1: Course overview and introduction to entrepreneurial management Topic 2: Launching a new business venture: CD-ROM simulation (“Venture Out”) Discussion: “ <u>Note: Some Thoughts about Business Plans</u> ” CD-ROM Simulation: “ <b>Venture Out</b> ” Group Project (weeks 1 and 2): <u>Venture Out</u> As founding members of new technology venture (“ <i>Radiophone</i> ”), small teams go through process of starting new venture: evaluate product idea, obtain financing, hire HR, and balance needs of growing business. Teams make decisions in increasingly complex environment and try to beat competing teams. Teams make end-of-class presentations.
<b>MODULE 2</b> Sessions 3-9	<b>RECOGNIZING OPPORTUNITY AND BUILDING BUSINESS MODELS</b>
Week3	<b>Topic: Evaluating new venture opportunities</b> *People/Opportunity/Context/Finance-ownership Case study (1): “ <b>Howard Schultz and Starbucks Coffee Co.</b> ” Group project: Assess (+/-) of “Starbucks Japan” as a new business opportunity
Week4	<b>Topic: Evaluating new venture opportunities</b> *People/Opportunity/Context/Finance-ownership Case study (2): <b>Rakuten</b> Group project: Assess (+/-) of “Rakuten” as a Japan new business opportunity
Week5	<b>Topic: Opportunity analysis &amp; building business models/basic questions</b> Case study (3): <b>Cisco: Novel approach to entrepreneurial ventures</b> Group project: Evaluate “Cisco” business model; identify key success factors ***Week 11 project: Identifying new venture opportunities/brainstorming
Week6	<b>Topic: Opportunity analysis/building business models/refining parameters</b> Article: Business Model Analysis for Entrepreneurs Case study (4): <b>chemdex.com</b> Group project: Evaluate “chemdex.com” business model; recommend changes Workshop: Discussion about Japan market start-ups & business model analysis Group Project: Choose a successful Japanese start-up firm / identify KSF ***Week 11 project assignment: Select the opportunities/form the project teams
Week7 Week 8	<b>Topic: Opportunity analysis / building &amp; Refining business models</b> Case study (5): <b>Blockbuster &amp; Technology (C): Internet Changes the Game</b> <b>Week7</b> Project: Evaluate <b>Blockbuster</b> business model and recommend changes ***Week 11 project: Building the business model ( <u>Opportunity analysis</u> ) <b>Week8</b> Project: Evaluate “ <b>Netflix</b> ” opportunity/business model ***Week 11 project: Refining the business model ( <u>Strategy analysis</u> )
Week9	<b>Topic: Opportunity analysis/building business model/Financial projections</b> Case study (6): <b>Zipcar: Refining the Business Model</b> Group project: Evaluate “zipcar” business model; recommend changes ***Week 11 project: Refining the business model (“ <u>Financial analysis</u> ”)
<b>MODULE 3</b> Session 10-11	<b>FINAL PROJECT: NEW BUSINESS PLAN PRESENTATION</b>
Week10	<b>Topic: Week 11 project – New Business Plan</b> Groups work on finalizing their new business plans for presentation in Week 11
Week11	<b>Topic: New business plan presentation/contest (video-taped) &amp; feedback</b> Group Project: Teams present final version of new business plan for review