

**MONA SCHOOL OF BUSINESS & MANAGEMENT**  
**THE UNIVERSITY OF THE WEST INDIES, Mona**

**COURSE OUTLINE**

**Programme:** Appreciation Series  
**Course Title:** Business Plan Writing [SBSC 6213](#)  
**Contact Hours:** Six (6)

**COURSE OUTLINE:**

This one day appreciation course is designed for new and existing and business owners and entrepreneurs interested in how to write a business plan. This courses covers the fundamentals of writing a business plan; such as the rational, importance, benefits and the components of a business plan. Candidates will acquire the competencies to use various tools and resources in writing their own business plan. A well written business plan takes time, patience and detail, research and the right presentation approach. This course will guide candidates through the process of writing a plan.

**OBJECTIVES:**

- Understand what is a business plan
- Identify the purpose for writing a business plan
- Identify characteristics and structure in writing a business plan
- Use resources and tools to develop components of a business plan
- Research and analyze components of a business plan
- Develop and apply methods to write business plan

**COURSE CONTENT:**

- Definition of a business plan
- Types and purpose of business plans
- Benefits of writing a business plan
- Importance and details of writing a business plan

- Main components/sections of a business plan (Table of Contents- Executive summary, Company profile, Products and services, Marketing plan and strategy, competition, operations, Analysis (SWOT), financial plan, Appendices)
- Developing components of the business plan
- Software, tools and templates for writing business plan

#### **METHOD:**

Use of lectures, guided discussions, PowerPoint presentations and online materials.

#### **EVALUATION:**

Through written and practical activities.

#### **CERTIFICATION:**

- Participants who achieve 50% or more on the required assessments will be issued a **Certificate of Achievement**.
- Participants who achieve less than 50% will be issued a **Certificate of Participation**.
- In addition, to be eligible for either certification, participants must be punctual and present at all sessions.