

## COURSE OUTLINE

**Programme: EXECUTIVE EDUCATION**

**Course Title: Business Plan Writing**

**No. of Hours: Six (6)**

**Overview:** 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 course covers the fundamentals of writing a business plan; such as the rationale, 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.

**Course 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

**Learning Outcomes:**

- At the end of this course candidates should be able to:
- Plan a business writing plan
- Define structure and sequence in the scope of a business plan
- Describe the important details in business plan writing
- Describe the executive summary

Develop contents with details and write a business plan

**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

**Methodology:** Use of lectures, guided discussions, PowerPoint presentations, online materials,

**Assessment methods:** written and practical activities.

**Pre-requisites:** None

**Certification:** Certificates of achievement will be awarded to those who attend the sessions and complete all the required assignments successfully.