**Required Assessment Assignment: Business Plan**

Assesses Course Learning Outcome #1:

Assesses BBA and Program outcomes

Assesses Management and Business undergraduate Program outcomes (both the BBA and Program Rubrics must be scored and the results submitted per communication during the semester. The rubrics are included below).

The assignment must be completed to pass the class. Use the course grading rubric for grading the assignment)

**Assignment Guidelines**

Develop a comprehensive written business plan for a small or medium size existing or start-up business (not home based and not a franchise) or a division of a larger organization that is capable of generating a minimum of $250, 000 per year in the first year of operation. The business must be capable of global expansion.

The completed plan should follow the outline in the business plan template and comprise 20-25 pages of narrative excluding the Title Page, Executive Summary and Table of Contents and Appendices.

A break even analysis, three years of income and cash flow statements and an opening day Balance Sheet together with other required and optional supporting documents must be included in the appendix

A comprehensive references page in APA 6th Ed format **must** be included as an Appendix

Click to access and download the template for the Business Plan

**Mechanics**

Write the plan in third person, active voice.

Use professional report format, one-inch margins, double line spacing, 12 point font, appropriate headings and subheadings.

Cite and reference research sources in APA 6th Ed format.

Ensure the plan is free of grammar and spelling errors by carefully proofreading and editing prior to submission.

[Download the business plan template to create your business plan](https://docs.google.com/document/d/17YRGr8cViX6ml7egB01X_VNtLcrt5UR47IudJcfGoX8/copy)