BS363

BUSINESS PLANNING

This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.
Unit Name: BS363 Business Planning

Nominal Duration: 14 weeks

Delivery Mode: Internal and External

Workload:
- Class contact (Internal mode) or Review of materials (External mode): 42 hours
- Reading and private study: 42 hours
- Assignment preparation: 56 hours
- TOTAL: 140 hours

Weight: 10 credit points

Unit Coordinator: Wendy Collins

Teaching Staff: Wendy Collins

Co / Prerequisite Units:
- BS120 Introduction to Business and Management
- BS140 Introduction to Marketing

Core / Elective:
- Diploma of Business: Not available
- Associate Degree in Business: Not available
- Bachelor of Business: Core for all majors

Rationale:
Small business enterprises in Australia constitute approximately 95% of all business undertakings and contribute significantly to Australia's Gross National Product. Small businesses also provide meaningful employment for a significant majority of the nation's workforce.

The term 'small' may apply to their 'enterprise classification' but may not apply to their management needs. This is especially important where the management task usually resides principally with one person who may be generally unskilled in a number of critical management areas. Due to high failure rates of small business in their early years, it is essential that managers in small business enterprises have significant management skills in many different areas. This unit endeavours to provide students with an understanding of the aspects of business formation, planning, leading, organizing, taxation, financial management, marketing, human and physical resource management, contractual and legal obligations, business and lifestyle protection and planning for growth. The unit builds on the foundations laid in earlier studies and is effectively a capstone unit in the Bachelor of Business program.

Text Requirements:

Outcomes:
On completion of this unit, students will have provided evidence that they are able to:
1. Understand different business formation practices and their relative advantages and disadvantages.
2. Explain and apply the four aspects of organizational and resource management in the areas of leading, planning, organizing and controlling as they relate to taxation, legal, financial and human resource issues in small business.
3. Evaluate Marketing and growth options.
4. Articulate reasons behind small business failures and discuss factors which lead to their success.
5. Design and justify a small business start-up development plan for a hypothetical organization.

Content:

<table>
<thead>
<tr>
<th>Week</th>
<th>Content</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to unit. Understanding Small Business</td>
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<tr>
<td>2</td>
<td>Getting your business started</td>
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<tr>
<td>3</td>
<td>Business options (Site visit and Guest lecture by Proprietor/Manager)</td>
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<td>4</td>
<td>Creating a Business Plan</td>
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<td>5</td>
<td>Marketing and Advertising Plan</td>
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<td>6</td>
<td>Managing Human Resources</td>
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<td>7</td>
<td>Financial Plan and Management</td>
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</tbody>
</table>
8 Taxation Issues and Obligations (Site visit to Australian Taxation Office – presentation on Small Business Tax Issues)
9 Protecting Business, Risk Analysis
10 Management Issues for Small Business
11 Oral Presentations in support of Business Plan
12 Contractual and Legal Issues for Small Business
13 Planning for Growth. Balancing business & lifestyle (Guest Lecturer)
14 Semester Review and Revision

Assessment

Assessment Task #1 – Individual Written Business Plan (Relates to Outcome 5)
Students are to design a small business start-up development plan for a hypothetical organization. Assessment criteria will be provided in Week 4 to allow adequate time for research and preparation.

Weighting: 40%  Length: 3000-4000 words
Due Date: Week 11

Students will also present an oral ‘defence’ their Individual Business Plan.

Weighting: 10%  Length: 10 minutes
Due Date: Week 11

Please note:
1. External students are to submit a DVD or a Video of their oral presentation.
2. Both Internal and External students are to submit a PowerPoint presentation.

Assessment Task #2 – Oral Presentation (Relates to Outcome 4)
Students will give a presentation on a chapter from the book, “The Heart of Success”. Copies of the book will be available from the lecturer two weeks prior to each presentation date. Students will be required to present a summary of the chapter, plus their thoughts, comments, interpretations and application to business.

Weighting: 10%  Length: 10 minutes
Due Date: As scheduled

Assessment Task #3 – Final Examination (Relates to Outcomes 1-4)
This closed book examination assesses, under controlled conditions, students’ understanding of the subject material. The exam will primarily assess the ability of students to apply the knowledge and concepts which they have learned to typical business situations covered in Weeks 1-14.

Weighting: 40%  Length: 3 hours
Due Date: Week 16 (Examination Week)

Academic & General Resource Requirements


Journals
Insight for Business [ISSN 1832-5475]
Business Acumen [ISSN 1449-3080]
Charter [ISSN 1035-0478]
Dynamic Small Business [ISSN 1322-6398]

Unit Summary
This unit provides students with an understanding of aspects of business formation, planning, leading, organising, taxation, financial management, marketing, human and physical resource management, contractual and legal obligations, business and lifestyle protection, and planning for growth. It focuses on small business enterprises in Australia.