



CHRISTIAN HERITAGE COLLEGE

BZ677

BUSINESS PLANNING FOR SMEs

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 code	BZ677
Unit name	Business Planning for SMEs
Associated higher education awards	Graduate Diploma in Management Master of Business Administration
Duration	One semester
Level	Postgraduate
Unit coordinator	David Short
Lecturer	David Short
Core/elective	Elective
Weighting	Unit credit points: 10 Total course credit points: Graduate Diploma in Management – 80 Master of Business Administration – 120
Student workload	<p>External</p> <p>Directed study hours per week: 6 Personal study hours per week: 4 Total workload hours per week: 10 Total hours per unit: 150</p> <p>Students requiring additional English language support are expected to undertake an additional 1 hour per week.</p>
Delivery mode	External
Pre-requisites/ co-requisites/ restrictions	<i>Prerequisite</i> 40 credit points, including BZ500
Professional registration requirements	Nil
Rationale	<p>Business planning is relevant to SMEs (small and medium enterprises) in all industries and to both retail businesses and businesses providing a service. SMEs are defined by the Australian Taxation Office as enterprises earning less than \$20m per year. Australia's 1.2 million SMEs constitute approximately 96 per cent of all business entities; they employ almost two-thirds of Australian workers and account for one-third of GDP.</p> <p>The term 'small and medium' might apply to these business' 'enterprise classification' but might not apply to their management needs as the management task usually resides principally with one person who may be unskilled in a number of critical management areas. Owing to high failure rates of SMEs in their early years, it is essential that managers in SMEs have significant management skills in many different areas.</p> <p>This unit provides students with an in-depth understanding of business planning and a broad understanding of the aspects of business formation, taxation, financial management, marketing, human and physical resource management, contractual and legal obligations, business and lifestyle protection and planning for growth. Students will explore a Christian reflection and Biblical perspectives on these issues as they impact SMEs.</p>

<p>Prescribed text(s)</p>	<p>Birt, I. (2013). <i>Writing your plan for small business success</i> (5th ed.). Crows Nest, NSW: Allen & Unwin.</p> <p>Additional readings will be supplied via the Moodle™ web page for this unit.</p>
<p>Recommended readings</p>	<p>Books</p> <p>Friend, G., & Zehle, S. (2009). <i>Guide to business planning</i>. London: Economist.</p> <p>Green, J. (2010). <i>Starting your own business: the bestselling guide to planning and building a successful enterprise</i>. Oxford: How To Books.</p> <p>Horan, J. (2010). <i>For non-profit organisations the one page business plan</i>. Berkeley, CA: One Page Business Plan Company.</p> <p>Irvine, P. (2007). <i>Win in business – 20 keys to catapult you towards your vision</i>. Sydney, NSW: Arc House Press.</p> <p>Kraten, M. (2010). <i>Business planning and entrepreneurship an accounting approach</i>. New York: Business Expert Press.</p> <p>Parsons, R. (2002). <i>The heart of success: Making it in business without losing in life</i>. London, UK: Hodder & Stoughton.</p> <p>Pinson, L. (2008). <i>Anatomy of a business plan</i> (7th ed.). New York: Kaplan.</p> <p>Reynolds, W., Williams, A., & Savage, W. (2000). <i>Your own business: A practical guide to success</i> (3rd ed.). Melbourne, VIC: Thomson.</p> <p>Schaper, M., & Volery, T. (2011). <i>Entrepreneurship & small business: A Pacific Rim perspective</i>. Brisbane, QLD: John Wiley.</p> <p>Stutely, R. (2012). <i>The definitive business plan: The fast track to intelligent business planning for executives and entrepreneurs</i> (3rd ed.). Essex, UK: Pearson Education Limited.</p> <p>Journals and Periodicals</p> <p><i>Charter (The Institute of Chartered Accountants in Australia)</i></p> <p><i>In the Black (CPA Australia)</i></p> <p><i>Journal of Small Business and Enterprise Development</i></p> <p><i>Journal of Small Business Management</i></p> <p><i>Small Enterprise Research</i></p> <p>Websites</p> <p>Australian Government business planning website: http://www.business.gov.au/business-topics/business-planning/Pages/default.aspx</p> <p>Business plans: http://www.hbs.edu/entrepreneurship/resources/businessplan.htm</p> <p>Business planning: http://www.managementhelp.org/businessplanning/index.htm</p> <p>Business planning: http://www.westpac.com.au/business-banking/solutions/starting-a-business/planning-my-business/business-plan-tips/</p> <p>Business planning in low income countries: http://www.smetoolkit.org/smetoolkit/en</p> <p>Management Today: http://www.aim.com.au/publications/managementtoday.html</p> <p>Queensland Government business planning website: https://www.business.qld.gov.au/business/starting</p> <p>In addition to the resources above, students should have access to a Bible, preferably a modern translation such as The Holy Bible: The New International Version 2011 (NIV 2011) or The Holy Bible: New King James Version (NKJV).</p> <p>These and many other translations may be accessed on-line at http://www.biblegateway.com. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.</p>

Specialist resource requirements	<p>The annual Missional Business Conference replaces all lectures for School of Business units in the last week of August. On campus undergraduate students enrolled in a School of Business unit are required to attend the conference, while external and postgraduate students are invited and encouraged to come. There is no registration cost to School of Business students. On campus students who cannot attend owing to circumstances beyond their control must submit a written request for a waiver of attendance, with supporting documentation such as a medical certificate.</p>
Content	<ol style="list-style-type: none"> 1. Introduction: understanding SMEs and analysing current management issues in business 2. Assessing your abilities; a Biblical perspective of work; creating and evaluating a business idea; feasibility of business options 3. Analysing potential business profiles: ownership, business name, control, purpose, location, franchising, legal requirements 4. Identifying core values and mission; the business planning process; creating a business plan 5. Marketing plan production and purchasing plan 6. Managing human resources and the personnel plan 7. Financial management and planning 8. Taxation issues and obligations 9. Protecting your business risk analysis 10. Contractual and legal issues for SMEs 11. Planning for growth; balancing business and lifestyle 12. Presenting the completed plan
Learning outcomes	<p>On completion of this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Analyse critically alternative business formation practices and their relative advantages and disadvantages; 2. Identify and critically review core values and mission of a business enterprise and demonstrate how these are incorporated into the business planning process, where relevant referring to the principles of missional business; 3. Analyse taxation, business law, financial management and human resource management as they relate to business planning; 4. Evaluate marketing and growth options; 5. Evaluate SMEs failures and analyse factors which lead to their success with reference to relevant empirical literature; 6. Apply and evaluate principles of business planning in complex and diverse case studies; 7. Develop a SMEs start-up development plan for a hypothetical or real organisation; and 8. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.
Assessment tasks	<p>Students must submit a reasonable attempt at all assessment items to be eligible for a passing result in the unit. A reasonable attempt will normally be indicated by a minimum of 40% of the total possible marks for that assessment item.</p> <p>Task 1: Four business case studies</p> <p>Word Length/Duration: 2000-2500 words in total</p> <p>Weighting: 40%</p> <p>Learning Outcomes: 1, 3, 5, 6, 8</p> <p>Assessed: Week 7</p>

	<p>Task 2: Business plan</p> <p>Word Length/Duration: 4000 words (plus tables, calculations, etc)</p> <p>Weighting: 50%</p> <p>Learning Outcomes: 1-4, 6, 8</p> <p>Assessed: Week 12</p> <p>Task 3: Oral presentation (Defence of the business plan)</p> <p>Word Length/Duration: 30 minutes</p> <p>Weighting: 10%</p> <p>Learning Outcomes: 3, 4, 6, 8</p> <p>Assessed: Week 13</p>
<p>Unit summary</p>	<p>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 primarily on SMEs in Australia.</p>

SAMPLE