

BUS-13 — DEVELOPING A SUCCESSFUL BUSINESS PLAN/MODEL

About This Course

Transfer: CSU

2.00 units

Prerequisite: None.

Description: This course provides a systematic process for developing a business plan or model. It establishes a clear road map for clarifying a vision for a business and the strategic, tactical, and operational plans and/or model to move ideas into action. Students further along in the planning and research process will work through the major components of writing a business plan and/or model and emerge with a completed draft of a business plan/model. 36 hours lecture. (Letter grade only)