GC- ECI4 SEMINAR ON BUSINESS DEVELOPMENT PLAN

Max. Marks: 50

Credits: 2

Internal Evaluation: 50 Marks

Course Objective

This course is designed to help learners develop a structured and comprehensive Business Development Plan for an enterprise in any sector—small, medium, or large. Students will gain a foundational understanding of how to identify business opportunities, analyze markets, plan operations, manage finances, and present viable business ideas. The focus is on enhancing analytical, research, and communication skills through experiential learning and seminar-based

Course Outcomes (COs)

CO1 Recall the fundamental elements and structure of a business development plan.

CO2 Understand the process of formulating a business idea and translating it into a structured plan.

CO3 Identify and describe key operational, financial, and marketing components relevant to small, medium, and large enterprises.

CO4 Demonstrate understanding through report preparation, presentation, and discussion of a business plan.

Suggested Structure / Table of Contents for the Business Development Plan

1. **Executive Summary** – Overview of the business concept, mission, and goals.
2. **General Company Description** – Vision, mission, ownership structure, business objectives, and location.

3. **Products and Services** – Description of offerings, uniqueness, competitive advantage, and pricing overview.
4. **Marketing Plan** – Market analysis, segmentation, target customers, competition, marketing mix (product, price, place, promotion).
5. **Operational Plan** – Day-to-day business operations, location, facilities, technology use, supply chain, and staffing.
6. **Management and Organization** – Organizational structure, roles, leadership, and management approach.
7. **Personal Financial Statement** – Key financial background of owners/partners.
8. **Startup Expenses and Capitalization** – Initial cost estimates, sources of capital, and funding strategy.
9. **Financial Plan** – Revenue projections, cost structure, break-even analysis, profitability forecast, and risk assessment.
10. **Appendices** – Supporting documents, research data, charts, and references.
11. **Refining the Plan** – Critical review, feedback incorporation, and final submission.

Mode of Delivery

- Online or offline seminars and workshops
- Individual mentoring and review sessions
- PowerPoint presentations and viva voce evaluation

- **Report / Business Plan Document** – 20 Marks
- **Presentation (Online / Offline)** – 10 Marks
- **Discussion / Question–Answer / Viva-voce** – 20 Marks

References:

- Khanna, T. (2008). Billions of Entrepreneurs: How China and India Are Reshaping Their Futures—and Yours. Harvard Business School Press.
- Hazelgren, B. J., & Covello, J. A. (2006). The Complete Book of Business Plans: Simple Steps to Writing Powerful Plans (2nd ed.). Sourcebooks, Inc.

- Kumar, A., & Sinha, A. (2020). Managing Micro, Small and Medium Enterprises in India: Challenges and Opportunities. Himalaya Publishing House.
- Barrow, C., Barrow, P., & Brown, R. (2021). The Business Plan Workbook: A Step-by-Step Guide to Creating and Developing a Successful Business (10th ed.). Kogan Page.
- Desai, V. (2015). Entrepreneurship: Development and Management. Himalaya Publishing House.
- Stutely, R. (2018). The Definitive Business Plan (3rd ed.). Pearson Education.
- Khanka, S. S. (2017). Entrepreneurial Development. S. Chand Publishing.
- Meredith, J. R., Mantel, S. J., & Shafer, S. M. (2017). Project Management: A Managerial Approach (9th ed.). Wiley.
- Agarwal, A. M. (2012). Small and Medium Enterprises in Transitional Economies: Challenges and Opportunities. Deep & Deep Publications.
- Burns, P., & Dew Hunt, J. (2010). Small Business Entrepreneurship and Success. Palgrave Macmillan.