



## **BUSINESS & PROJECT PLANNING**

Professional Development Center

### **Business Planning Certification CE Hours 2.0**

In this course, you will learn that well thought-out business plan is necessary for expansion or to get a businesses running in the first place. It helps entrepreneurs stay on track, to remain focused on the purpose of their businesses and on what steps need to be taken to be successful. A well written business plan can help business owners in obtaining the funding from banks, venture capitalists, and angel investors that is necessary for expansion or to get their businesses running in the first place. With a well-prepared plan, you stand a better chance of getting the support you need to succeed.

#### **Interactive Video Online Course Modules**

1. Preparing and Implementing a Business Plan | 30 minutes
2. Developing an Effective Business Case | 30 minutes
3. Key Elements of Business Execution | 30 minutes
4. Audience and Purpose in Business Writing | 30 minutes

eAdvisers are as guides to support the students and provide accountability

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### **Course Module Descriptions**

#### **1. Preparing and Implementing a Business Plan**

##### **Overview**

A business plan is like a road map that helps you clearly see the opportunities and obstacles you'll inevitably face as you pursue your business idea. With a well-prepared plan, you stand a better chance of getting the support you need to succeed. In this course, you'll learn about

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what a business plan is, its main ingredients, and the steps you need to take to develop it. You'll also learn how to carry out an internal analysis and about the key elements examined in any external and SWOT analysis. Finally, you'll learn about activities that help coordinate the implementation of business plans, including developing action plans and determining how the implementation should be measured, monitored, and assessed.

## **Learning Objectives**

### **Business Planning Essentials**

- distinguish between different parts of a business plan
- sequence the steps for preparing to develop a business plan
- recall the steps for conducting an internal analysis as part of business planning
- identify environmental factors to be considered in an external analysis
- recognize examples of elements of a SWOT analysis
- recall the elements of an action plan
- list the activities involved in measuring and controlling implementation of a business plan
- recognize activities and guidelines for developing and implementing a business plan

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## **2. Developing an Effective Business Case**

### **Overview**

Presenting a business case to the executives of your company is a daunting task. That's why you need to put time and effort into planning, writing, and presenting a winning business case. This course prepares learners interested in the development of effective business cases. You'll learn what a business case is and when one is used, how to align it with your company's goals, what research you need to do, and what information should be included in your business case. Finally, you'll learn how to present your business case to decision-makers.

### **Learning Objectives**

#### **Creating a Winning Business Case**

- identify the functions of a business case
- recognize what needs to be researched before writing a business case

- recognize steps for aligning a new project with your company's strategic goals
- recognize guidelines for deciding who should be involved in writing a business case
- identify guidelines for successful business case layout
- recognize the elements of the main body of a business case
- identify the characteristics of an effective presenter
- use strategies to create effective business cases

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### **3. Key Elements of Business Execution**

#### **Overview**

Business execution is the 'how' of getting things done. As a leader, you must be skilled in driving strategy in the right direction through business execution. In this course, you'll learn about techniques for fostering a business execution culture. You'll also learn about characteristics of business execution cultures. Finally, you'll learn about the three main elements of business execution: planning, people, and practice.

#### **Learning Objectives**

##### **Leading Business Execution**

- recognize strategies for fostering business execution through actions
- match business execution culture characteristics to the corresponding types of culture
- identify the three main elements of business execution
- identify questions to ask when evaluating a business plan
- recognize techniques for empowering people in business execution processes
- identify leadership approaches in the practice element of business execution
- recognize examples of appropriate follow-up techniques for business leaders
- recognize the key elements and characteristics of a business execution culture

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## 4. Audience and Purpose in Business Writing

### Overview

To write effective and appropriate business messages, you need to know your audience and your purpose. In this course, you'll discover how to identify your readers and create messages that convey the appropriate tone for different reader roles. You'll also explore how to write effectively for the three most common purposes: to inform, respond, or persuade.

### Learning Objectives

#### Consider Your Audience and Purpose

- identify key considerations when analyzing the targeted readers of a business document
- recognize the appropriate type of written message to use for a given situation
- recognize guidelines for writing effective informative messages
- identify characteristics of effective responsive writing
- recognize key elements of persuasive writing
- use the appropriate tone to communicate a business message in writing
- recognize strategies for writing effective business messages for a given audience and purpose

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