



CHRISTIAN HERITAGE COLLEGE

**BZ310**

## **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.

<b>Unit code</b>	BZ310	
<b>Unit name</b>	Business Planning	
<b>Associated higher education awards</b>	Associate Degree in Business Bachelor of Business	
<b>Duration</b>	One semester	
<b>Level</b>	Advanced	
<b>Unit Coordinator</b>	Wendy Collins	
<b>Core/Elective</b>	Elective - Associate Degree in Business Core - Bachelor of Business (major in Accounting; major in Management) Elective - Bachelor of Business (other majors)	
<b>Weighting</b>	Unit credit points: 10 Course credit points: 160 - Associate Degree in Business 240 - Bachelor of Business	
<b>Student workload</b>	<b>Face-to-face on-site</b>	<b>External</b>
	Timetabled hours per week: 3 Personal study hours per week: 7 Total workload hours per week: 10	Directed study hours per week: 6 Personal study hours per week: 4 Total workload hours per week: 10
	Students requiring additional English language support are expected to undertake an additional 1 hour per week.	
<b>Delivery mode</b>	Face to face on site External Full time Part time	
<b>Prerequisites/ Corequisites/ Restrictions</b>	Prerequisites: BZ100 Introduction to Business and Management BZ103 Introduction to Marketing BZ104 Economics BZ202 Financial Management	
<b>Specialist resource requirements</b>	Nil	
<b>Prescribed text(s)</b>	Birt, I. (2010). <i>Writing your plan for small business success</i> (4 <sup>th</sup> ed.). Frenchs Forest, NSW: Pearson Education.	

<p><b>Recommended readings</b></p>	<p><b>Books</b></p> <p>McLure, B. (2000). <i>How to write a business plan</i>. Berkerley, USA: Nova.</p> <p>McLure, B. (2000). <i>The small business handbook</i>. Melbourne, VIC: Information Australia.</p> <p>Parsons, R. (2002). <i>The heart of success: Making it in business without losing in life</i>. London, UK: Hodder and Stoughton.</p> <p>Reynolds, W., Williams, A., &amp; Savage, W. (2000). <i>Your own business: A practical guide to success</i> (3<sup>rd</sup> ed.). Melbourne, VIC: Thomson.</p> <p>Schaper, M., &amp; Volery, T. (2004). <i>Entrepreneurship and small business: A Pacific Rim perspective</i>. Brisbane, QLD: John Wiley &amp; Sons.</p> <p>Williams, A. (2001). <i>So...you want to start your own business?</i> Sydney, NSW: McGraw-Hill.</p> <p><b>Journals and Periodicals</b></p> <p><i>Business Acumen</i></p> <p><i>Charter</i> (The Institute of Chartered Accountants in Australia)</p> <p><i>Dynamic Small Business</i></p> <p><i>Harvard Business Review</i></p> <p><i>Insight for Business</i></p> <p><i>Inspired Business</i></p> <p>In addition to the resources above, students should have access to a Bible, preferably a modern translation such as <i>The Holy Bible: The New International Version 2011</i> (NIV 2011) or <i>The Holy Bible: New King James Version</i> (NKJV).</p> <p>These and others translations may be accessed free on-line at <a href="http://www.biblegateway.com">http://www.biblegateway.com</a>. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.</p>
<p><b>Content</b></p>	<ol style="list-style-type: none"> <li>1. Introduction to unit and understanding small business</li> <li>2. Getting your business started and business profile and business options</li> <li>3. Business location and creating a business plan</li> <li>4. Attendance at Business Foundations Conference</li> <li>5. Marketing and advertising plan</li> <li>6. Managing human resources</li> <li>7. Financial plan and management</li> <li>8. Taxation issues and obligations: Attendance at ATO seminar if available</li> <li>9. Protecting business, risk analysis</li> <li>10. Contractual and legal issues for small business</li> <li>11. Planning for growth and current management and small business issues</li> <li>12. Class field trip - details to be confirmed</li> <li>13. Oral presentations in defence of business plan</li> </ol>

<p><b>Learning outcomes</b></p>	<p>On completion of this unit, students will have demonstrated that they can:</p> <ol style="list-style-type: none"> <li>1. Analyse different business formation practices and their relative advantages and disadvantages;</li> <li>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;</li> <li>3. Evaluate marketing and growth options;</li> <li>4. Outline reasons behind small business failures and discuss factors which lead to their success;</li> <li>5. Critically and independently apply technical and theoretical knowledge to design and justify a small business start-up development plan for a hypothetical organization;</li> <li>6. Evaluate Biblical Christian worldview in the context of starting up a small business; and</li> <li>7. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.</li> </ol>
<p><b>Assessment tasks</b></p>	<p><b>Task 1:</b> Reflection on Business Foundations Conference OR Book review</p> <p>Word Length/Duration: 1200 words</p> <p>Weighting: 20%</p> <p>Learning Outcomes: 6, 7</p> <p>Assessed: Week 7 - Reflection OR Week 8-10 - Book Review</p> <p><b>Task 2:</b> Individual written business plan and Oral presentation</p> <p>Word Length/Duration: 2600 words</p> <p>Weighting: 35% - Written plan 10% - Oral presentation</p> <p>Learning Outcomes: 1-7</p> <p>Assessed: Week 12</p> <p><b>Task 3:</b> Final examination</p> <p>Word Length/Duration: 2.5 hours</p> <p>Weighting: 35%</p> <p>Learning Outcomes: 1-4</p> <p>Assessed: Week 15</p>