

# MGMT-407 : Business Planning

This course is designed for students who are interested in developing a realistic business plan. The business plan is the "who, what, where, when, how, and why" of a business; it is the road map to follow on the journey to success. These plans are structured documents that include all the details and particulars about a business concept. In this course, students will develop a business plan along standard lines, including information about products or services, staff, marketing, financing, operating budgets, location, and facilities. This is an independent project in which students work closely with the guidance of the instructor.

**Credits** 3

**Prerequisites**

Financial Accounting ([MGMT-115](#)) and Marketing and Promoting Food ([MGMT-205](#)).