**Lecture 1**

Business Plans

* What it is
* It is changing
* Why you need one
* Who to give to
* Components
  + Financials
  + Marketing
  + Operations
  + Executive Summary
  + Industry Analysis
  + Market Analysis
  + Etc

**Lecture 2**

Idea Generation

* Some ideas how to come up with realistic ideas
  + Observing trends
  + Problem and Solution

**Lecture 3**

Feasibility

* Product or Service Feasibility
* Organizational Feasibility
* Industry and Target Market Feasibility
* Financial Feasibility

**Lecture 4**

Business Types

* Sole Proprietorship
* Partnership
* Corporation
* LLC

Things to know about them

* Ease of formation
* Legal Protection
* Advantages or Disadvantages related to a specific business type

**Lecture 5**

Difference between industry and Market

How industry and firm factors affect performance

Porters Five Forces

* Know it is related to industry
* Know the five components (in a multiple choice format)

**Lecture 6**

Financial

* Total Revenue
* Fixed and Variable costs
* Net Income

How they relate to an income statement

Valuation

**Lecture 7**

Financing your business

* Loan (debt)
* Equity
  + Angel Investor
  + Venture Capital
* Bootstrapping
  + Personal funds

Advantages and Disadvantages

**Lecture 8**

Financial Objectives (Only a MC type question)

* Profitability
* Liquidity
* Efficiency
* Stability

Cash and Accrual (Only a MC type question)

**Lecture 11**

The language of markets

* Segment
* Target Market
* Niche Market
* Target Customer
* Positioning

Customer Demographics

* Age
* Gender
* Economic
* Behavioral

Marketing Strategies

* Example
  + Radio Ads
  + Internet
  + Coupons
  + Etc
  + Facebook
  + Youtube
  + Twitter

Role of sales

Marketing 4ps

* Product
* Price
* Place
* Promotion

**Lecture 13**

Operations

* Running your business
* Employees

Costs

* Startup Costs
* Business Costs

**Lecture 14- Legal**

NDA

Patent