

Week 2 Agenda
HUS 530
Spring 1 Term, 2016
Drafted 012016

1. Greeting Letter and Syllabus. Any questions?
2. Submit paper. Your Plan for the Course. 300 words.
3. Submit paper. Project Proposal (about 600 words) describing the type of service you will develop, agency auspices (private for-profit, nonprofit, social entrepreneurship), size of agency, location, ages served, and justification for the need based upon a community needs assessment or other information you have researched. Will you develop your agency yourself or partner with another individual or community agency? Will you need to submit your proposal to anyone in your community for approval?
4. Demonstration on how to use Power Point
5. Oral presentations on project proposals. Step 1.
6. Reading Assignments to be completed prior to Week 2 class.
 - Scott Chapters 5 & 14
 - Start Your Own Business Chapters 6-10
 - Keohane 5-8
7. Discuss the reading, students' organizational plan. Discuss selection of proprietary, social entrepreneurship, or nonprofit structure. Discuss resources for each with texts and websites for clarity. Discuss Business Plan (Step 2) with Mission Statement, creation of Board of Trustees, and agency structure and auspices
8. Discuss Week 3 assignments.
 - Reading for Week 3.
 - Scott Chapters 12
 - Start Your Own Business Chapters 38-40
 - Keohane Chapters 9-12

9. Step 3. Business Plan. Includes a paper and an oral presentation.

Develop a Business Plan for your new program.

- Begin by designing your Mission Statement.
- Are you considering creating a non-profit agency? If so, you will need a volunteer Board of Trustees. Consider how many people will serve on your board and when it will meet. What will the make-up of your board look like?
- If it is a for-profit organization or social entrepreneurship think about how you will organize your agency (sole proprietorship, partnership, corporation, limited liability company?).
- Will you use paid, professional staff, volunteers, or both? How many employees do you anticipate hiring?
- Think about where your service will be provided.
- How much money will you need to get started?
- How will you fund the program? Will you charge a fee for services?
- Choose your organization's name.
- Develop a strategic five-year plan and timeline. How will you market your new service and to what audience?

Use the *Start Your Own Business* textbook with reference to concepts in Chapters 6-10. Also, use of two other outside scholarly resources is required. Your Business Plan should be 5-8 pages in length (1500 to 2400 words) not including references. Use APA format guidelines for citing references. Use the file name "YourlastnameYourfirstinitial Step 2." Example: WaltersL Step 2. Prepare to orally present your proposal to the class for feedback on your idea during Week 3. A short 5 – 6 slide PowerPoint or Prezi should be used in this presentation.

Due Date for Step 2: Week 3. January 29. The instructor will edit/grade the Business Plan and return it Week 4.