

RESEARCH PAPER INSTRUCTIONS
MGMT 150
BUSINESS PLAN EXERCISE

A. INSTRUCTIONS:

1. You will select a business that you think that you would like to start and operate someday. In preparation to entering this business, you must begin developing your business plan. Using Chapter 6 and Appendix D of your textbook as a guide, you will develop a written **draft** of an Executive Summary of your Business Plan for starting this venture.
2. The written portion of this exercise will consist of two (2) sections. The first section will be a discussion of the process of discernment you used to make your decision about which business you choose to start. This section will address the self-evaluation questions in Figure D.1 of your text as a minimum. You may include other information you decide is needed to fully complete this part of the requirement. There is no minimum or maximum page limit for Section 1.
3. The second section will be the **draft** Executive Summary of how you would accomplish this goal. Again, refer to Appendix D for assistance in what should be in this part of the written exercise. It should be a minimum of two pages and no more than three. Remember that this is a **draft** and not a finished document. It is your summarization of what will be in the main body of your business plan as you consider what Figure D.2 suggests that a finished business plan should contain.
4. Reflect on what you are writing and do not just write anything in order to complete this assignment. Make a critical assessment of your thoughts based on your readings and understanding of Chapters 5, 6, and Appendix D.
5. The final portion of this exercise will be a presentation to the class during the last week of school. Information will be provided separately.

B. FORMAT:

1. Your name will be at the top, right-hand corner of each page and each page will be numbered. Title this paper, Business Plan Exercise and then distinguish between the two required sections.
2. Proper grammar is a grading criterion. Consider this requirement as similar to turning in a report to your boss.
3. You may use any of the acceptable formats for research papers, i.e. APA, MLA, etc. Information on MLA format has been provided previously.
4. All papers will be submitted for grading through DropBox in D2L for this class.
5. A finished business plan is not the intent of this exercise as this is an entry level business class. It will be graded based on you showing your ability to critically think and develop coherent responses to specific questions and requirements.