



## *JWI 575: New Business Ventures and Entrepreneurship*

### *Course Guide*

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#### **MISSION**

The mission of *JWI 575: New Business Ventures and Entrepreneurship* is to learn what it takes to launch and grow a new business or to create a new initiative within an existing business or to set up a new nonprofit organization. As part of your leadership journey, you will assess your own innovation skills and apply them to a real-world situation that interests you. You will find out whether you identify as an Entrepreneur, who launches a new business, or as an Intrapreneur, who fosters new ventures within an existing organization, or as a Nonprofit leader, who aspires to create a charitable or community-focused organization. For all three of these options, an understanding of the benefits and challenges of business innovation will serve you well as a future leader.

#### **COURSE DESCRIPTION**

Anyone can display an entrepreneurial streak, but not everyone can be an entrepreneur. In this course, you'll learn what makes an entrepreneur tick and then walk through the stages of planning, financing, and launching a new business. The course covers business plan development, market analysis, competitive positioning, business models, funding sources, company formation, intellectual property, sales, marketing, and hiring. The insights gained will give you a powerful leg-up in launching new businesses and new ventures within existing businesses.

#### **VIDEO-BASED CASE**

This course uses a video-based case from JWMI's partner, Real Time Cases (RTC). This case study is real-life, current, and delivered in a way that allows you to hear directly from the person featured in the story. You will experience the journey of a young entrepreneur, Austin Allan, who took the risk to leave his job in banking and launch his own company in New York City.

Austin's company targets consumers in a niche market with an unknown "new trend" food product, Tio Gazpacho. Each week, you will watch a short video in which Austin shares his experience and lessons learned in relation to the weekly course topic. In the weekly Discussions, you will have several opportunities to reflect on the case and relate it to your own plan for a new business venture. Whether you identify as an Intrapreneur, Entrepreneur, or Nonprofit leader, you will find many useful ideas that can help you innovate within your chosen work environment.



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#### **COURSE LEARNING OUTCOMES**

1. Analyze the characteristics of an entrepreneur
2. Synthesize the basic components of a business plan
3. Apply disruptive innovation and disruptive business models
4. Analyze the importance of teams and culture to business success
5. Evaluate the competitive landscape, sales, and distribution channels for new business ventures
6. Analyze funding options for new business ventures
7. Analyze legal classifications and intellectual property rights
8. Evaluate exit strategies for new business ventures
9. Use technology and information resources to research issues in new business ventures and entrepreneurship
10. Write clearly and concisely about new business ventures and entrepreneurship using proper writing mechanics

#### **INSTRUCTIONAL MATERIALS**

##### **Required Resources**

Kawasaki, Guy (2015). *The Art of the Start 2.0*. Portfolio / Penguin.

Cases and articles are provided within the course.



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#### **COURSE ORGANIZATION AND OVERVIEW**

This course is organized around the stages of development of a new business venture. The new “venture” may be a new initiative within an existing company, a stand-alone new business, or a nonprofit organization. Each stage of development is explored through readings, videos, discussions, and activities. There is an assignment due every three weeks, so it is important that you keep up with the work. By the end of the course, you will have an in-depth understanding of what it means to be an intrapreneur, entrepreneur, or nonprofit leader, and you will have built a detailed Business Plan for your own innovative “big idea”.

<b>Themes and Assignments</b>	<b>Weekly Topics</b>
<p style="text-align: center;"><b>INNOVATION</b></p> <p>Examine the entrepreneurial mindset, and explore the difference between innovation led by an Intrapreneur, an Entrepreneur, or a Nonprofit leader. Develop your own “big idea” for a new venture or business. Define the unique value proposition of your idea.</p> <p>Assignment 1: New Venture: Game Plan</p>	<ol style="list-style-type: none"><li>1. Entrepreneur or Intrapreneur?</li><li>2. What is the Big Idea?</li><li>3. Separating from the Pack</li></ol>
<p style="text-align: center;"><b>LAUNCHING</b></p> <p>Examine the pros and cons of different funding options and types of investors. Explore what makes for a successful launch. Learn about the stages of developing a new venture. Understand the benefits of writing a Business Plan.</p> <p>Assignment 2: New Venture: Launch Plan</p>	<ol style="list-style-type: none"><li>4. Funding Your idea</li><li>5. Time for the Launch!</li><li>6. Adapting Your Idea</li></ol>
<p style="text-align: center;"><b>BRANDING and GROWTH</b></p> <p>Distinguish between marketing and branding. Explore the benefits of partnerships and strategic alliances. Learn about incorporation and intellectual property. Study growth strategies for a new venture. Discuss the connection between leadership and an innovation mindset.</p> <p>Assignment 3: New Venture: Final Business Plan</p>	<ol style="list-style-type: none"><li>7. Marketing and Your Brand</li><li>8. Partnerships</li><li>9. Protecting Your Assets</li><li>10. Becoming the Next Big Thing</li></ol>

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#### **CONTACT INFORMATION FOR PROBLEMS OR ISSUES**

- Have a **curriculum-related** question? Contact your instructor for assistance.
- Have a **technology-related** question? Contact JWMI Tech Support at (888) 596-5964 x3 or [techsupport@jwmi.com](mailto:techsupport@jwmi.com). For after-hours immediate assistance call (703) 851-8641 or (703) 851-4381.
- Have a **student services-related** question? Contact Student Services at (703) 561-2128 or [stusupport@jwmi.com](mailto:stusupport@jwmi.com).



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#### **WEEKLY COURSE SCHEDULE**

This 4.5 credit-hour Masters-level course is designed with the goal of having each student spend 10-15 hours (13.5 hours on average) in weekly work. This includes preparation, activities, discussions, and assignments; live or online; individual or in groups.

<b>Week</b>	<b>Preparation, Activities, and Evaluation</b>
<b>1</b>	<p><b>Entrepreneur or Intrapreneur?</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"><li>• Distinguish between an entrepreneur, an intrapreneur, and a nonprofit leader</li><li>• Compare creating new ventures within a company with launching a startup or nonprofit</li><li>• Assess your own entrepreneurial style and discover your strengths for innovation</li></ul> <p><b>Weekly Materials and Readings</b></p> <ul style="list-style-type: none"><li>• Lecture Notes: <i>Entrepreneur or Intrapreneur?</i></li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p><b>Video Case: Tio Gazpacho</b></p> <ul style="list-style-type: none"><li>• Watch Video: <i>Don't Be Like Everyone Else</i></li></ul> <p><b>Activities</b></p> <ul style="list-style-type: none"><li>• Watch EOP videos</li><li>• Discussion: <i>Introduce Yourself and Set Your Direction in the Course</i></li></ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"><li>• None</li></ul>

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Week	Preparation, Activities, and Evaluation
2	<p><b>What is the Big Idea?</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"><li>• Learn how innovators come up with and assess their ideas</li><li>• Develop your own idea for a new business or new venture</li><li>• Create a pitch for your “big idea” and discuss it with your peers</li></ul> <p><b>Weekly Materials and Readings</b></p> <ul style="list-style-type: none"><li>• Lecture Notes: <i>What is the Big Idea?</i></li><li>• Kawasaki, Chapter 1: The Art of Starting Up</li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p><b>Video Case: Tio Gazpacho</b></p> <ul style="list-style-type: none"><li>• Watch Video: <i>Austin’s Big Idea</i></li></ul> <p><b>Activities</b></p> <ul style="list-style-type: none"><li>• Watch EOP videos</li><li>• Discussion: <i>Pitch Your Big Idea in Video</i></li></ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"><li>• None</li></ul>



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Week	Preparation, Activities, and Evaluation
3	<p><b>Separating from the Pack</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"><li>• Understand the concept of a unique value proposition</li><li>• Learn how to differentiate your product from the competition</li><li>• Define the value of your “big idea” for your target customer segment</li></ul> <p><b>Weekly Materials and Readings</b></p> <ul style="list-style-type: none"><li>• Lecture Notes: <i>Unique Value Proposition</i></li><li>• Kawasaki, Chapter 2: The Art of Launching</li><li>• Small Business Administration, Business Guide: “Plan Your Business”</li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p><b>Video Case: Tio Gazpacho</b></p> <ul style="list-style-type: none"><li>• Watch Video: <i>Separating from the Pack</i></li></ul> <p><b>Activities</b></p> <ul style="list-style-type: none"><li>• Discussion: <i>What Is Your Value Proposition?</i></li></ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"><li>• Assignment 1: New Venture – Game Plan (Weight: 20%)</li></ul>

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Week	Preparation, Activities, and Evaluation
4	<p><b>Funding Your Idea</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"><li>• Consider the pros and cons of self-financing versus support from investors</li><li>• Explore different funding models for a new business or initiative</li><li>• Discuss what key resources you will need to implement your new venture</li></ul> <p><b>Weekly Materials and Readings</b></p> <ul style="list-style-type: none"><li>• Lecture Notes: <i>Funding the Venture</i></li><li>• Kawasaki, Chapter 5: The Art of Fund-raising</li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p><b>Video Case: Tio Gazpacho</b></p> <ul style="list-style-type: none"><li>• Watch Video: <i>Funding the Opportunity</i></li></ul> <p><b>Activities</b></p> <ul style="list-style-type: none"><li>• Watch EOP videos</li><li>• Discussion: <i>What Key Resources Do You Need?</i></li></ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"><li>• None</li></ul>

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Week	Preparation, Activities, and Evaluation
5	<p><b>Time for the Launch!</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"><li>• Identify the stages of starting up a business or developing a new initiative</li><li>• Explore the types of resources needed to launch an innovative venture</li><li>• Discuss the cost of resources and activities to support an effective launch</li></ul> <p><b>Weekly Materials and Readings</b></p> <ul style="list-style-type: none"><li>• Lecture Notes: <i>Phases of a Startup Venture</i></li><li>• Kawasaki, Chapter 4: The Art of Bootstrapping</li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p><b>Video Case: Tio Gazpacho</b></p> <ul style="list-style-type: none"><li>• Watch Video: <i>Building a Company – The Tale of Tio</i></li></ul> <p><b>Activities</b></p> <ul style="list-style-type: none"><li>• Watch EOP videos</li><li>• Discussion: <i>The Cost of an Effective Launch</i></li></ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"><li>• None</li></ul>



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Week	Preparation, Activities, and Evaluation
6	<p><b>Adapting Your Idea</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"><li>• Learn how to analyze your idea and adapt it to the market</li><li>• Understand the benefits of writing a Business Plan</li><li>• Explore your assumptions to identify needed adaptation</li></ul> <p><b>Weekly Materials and Readings</b></p> <ul style="list-style-type: none"><li>• Lecture Notes: <i>Mapping the Competitive Landscape</i></li><li>• Kawasaki, Chapter 8: The Art of Evangelizing</li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p><b>Video Case: Tio Gazpacho</b></p> <ul style="list-style-type: none"><li>• Watch Video: <i>Adapting the Product to Market</i></li></ul> <p><b>Activities</b></p> <ul style="list-style-type: none"><li>• Discussion: <i>Adaptability</i></li></ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"><li>• Assignment 2: New Venture – Launch Plan (Weight 25%)</li></ul>



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Week	Preparation, Activities, and Evaluation
7	<p><b>Marketing and Your Brand</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"><li>• Understand the distinction between marketing and branding</li><li>• Examine how branding can help you to market more effectively</li><li>• Discuss which channels you will use to present your brand to customers</li></ul> <p><b>Weekly Materials and Readings</b></p> <ul style="list-style-type: none"><li>• Lecture Notes: <i>Branding and Sales</i></li><li>• Kawasaki, Chapter 9: The Art of Socializing</li><li>• Kawasaki, Chapter 10: The Art of Rainmaking</li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p><b>Video Case: Tio Gazpacho</b></p> <ul style="list-style-type: none"><li>• Watch Video: <i>A Taste of Tio</i></li></ul> <p><b>Activities</b></p> <ul style="list-style-type: none"><li>• Watch EOP videos</li><li>• Discussion: <i>Branding</i></li></ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"><li>• None</li></ul>

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Week	Preparation, Activities, and Evaluation
8	<p><b>Partnerships and Teamwork</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"><li>• Explore the benefits of well-matched partnerships and strategic alliances</li><li>• Understand how a strong team contributes to a new venture's success</li><li>• Identify key partners and suppliers and discuss ways to build strong alliances</li></ul> <p><b>Weekly Materials and Readings</b></p> <ul style="list-style-type: none"><li>• Lecture Notes: <i>Building a Winning Team</i></li><li>• Kawasaki, Chapter 11: The Art of Partnering</li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p><b>Video Case: Tio Gazpacho</b></p> <ul style="list-style-type: none"><li>• Watch Video: <i>Strategic Alliances</i></li></ul> <p><b>Activities</b></p> <ul style="list-style-type: none"><li>• Watch EOP videos</li><li>• Discussion: <i>The Benefits of Partnerships</i></li></ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"><li>• None</li></ul>



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Week	Preparation, Activities, and Evaluation
9	<p><b>Protecting Your Assets</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"><li>• Understand the value of intellectual property for a new venture</li><li>• Learn how ideas can be protected using patents, copyright, and trademarks</li><li>• Define the <i>Four P's of Marketing</i> and explore your learning from the Tio case</li></ul> <p><b>Weekly Materials and Readings</b></p> <ul style="list-style-type: none"><li>• Lecture Notes: <i>Intellectual Property</i></li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p><b>Video Case: Tio Gazpacho</b></p> <ul style="list-style-type: none"><li>• Watch Video: <i>Taking On Pepsi Co.</i></li></ul> <p><b>Activities</b></p> <ul style="list-style-type: none"><li>• Watch EOP videos</li><li>• Discussion: The Four P's and <i>Your Learning from the Tio Case</i></li></ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"><li>• Assignment 3: New Venture – Final Business Plan (Weight:25%)</li></ul>



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Week	Preparation, Activities, and Evaluation
10	<p><b>Becoming the Next Big Thing</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"><li>• Identify the stages of growth for a new business and understand their challenges</li><li>• Explore how innovators create a strategy to manage growth and expansion</li><li>• Create a pitch for your innovation business plan and review your peers' pitches</li></ul> <p><b>Weekly Materials and Readings</b></p> <ul style="list-style-type: none"><li>• Kawasaki, Chapter 12: The Art of Enduring</li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p><b>Video Case: Tio Gazpacho</b></p> <ul style="list-style-type: none"><li>• Watch Video: <i>Becoming the Next Big Thing</i></li></ul> <p><b>Activities</b></p> <ul style="list-style-type: none"><li>• Watch EOP videos</li><li>• Discussion: <i>Best Innovation Pitch</i></li></ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"><li>• None</li></ul>
11	<p><b>Activities</b></p> <ul style="list-style-type: none"><li>• Learning Journal</li></ul>

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#### **GRADING SCALE – GRADUATE**

<b>Assignment</b>	<b>% of Grade</b>
Assignment 1: New Venture – Game Plan	20%
Assignment 2: New Venture – Launch Plan	25%
Assignment 3: New Venture – Final Business Plan	25%
Participation: Discussions	30%
<b>Total</b>	<b>100%</b>

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#### **Assignment 1: New Venture - Game Plan**

**Format:** Paper

**Due:** Week 3, Day 7 (Weight: 20%)

#### **OVERVIEW**

Throughout this course you will develop a complete business plan for a new product or service. In each assignment, you will build a section of your plan, culminating in a complete business plan.

You have three Options for your business plan, depending on whether you identify as an Intrapreneur, an Entrepreneur, or a Nonprofit leader. Your first step is to select or develop an innovative “big idea” for **ONE** of the options below:

##### **Option A – Intrapreneur**

Choose a product or service that could be added to your organization’s portfolio. You may use your current company or another company that interests you. The Resource in your Assignment 1 Resources titled *Models of Intrapreneurship* describes several models for intrapreneurial initiatives that you can consider for your venture.

##### **Option B – Entrepreneur**

Identify one business idea that you could launch as a start-up business. The Resource in your Assignment 1 Resources titled *Organizational Chart Template* provides a template for the structure of your new business.

Use the source below to research business ideas:

Research Source: <https://www.entrepreneur.com/businessideas>

##### **Option C – Nonprofit**

Identify a nonprofit idea that will serve a community. The Resource in your Assignment 1 Resources titled *NPO Organizational Chart Template* provides a model for the structure of your new community organization.

Use the source below to learn about creating a nonprofit organization:

Research Source: <https://www.usa.gov/start-nonprofit>





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#### **INSTRUCTIONS**

For Assignment 1, you will create a **Game Plan** paper. It will describe your innovative “big idea”, craft your vision for its implementation, assess the idea's strengths and weaknesses, and identify major opportunities and threats in the market. Your paper will be at least 4 pages long.

**NOTE:** In your business plan, avoid writing “I” or “We”; use the name of the company instead.

In Assignment 1, you will complete the following three sections of your Business Plan:

- Section II: Company Description
- Section III: New Product or Service idea
- Section IV: SWOT Analysis

Follow the instructions in **ONE** of the three Options below, depending if your new venture is to be added to an existing business (Intrapreneur), launched as a start-up (Entrepreneur), or founded as a nonprofit organization (NPO). Make sure you work with the template that matches your chosen Option.

#### **Option A – INTRAPRENEUR**

##### **COMPANY DESCRIPTION**

Briefly describe your Company, including the Subsidiary or New Initiative you plan to present for that company:

- Provide a brief overview of the parent company.
- What is the name of the new initiative?
- When will you launch the new initiative?
- Provide an Organizational Chart that shows the positions that will be needed for the initiative.
  - Use the Organizational Chart template in your Assignment 1 Resources. Be sure to show where it fits into the overall parent company structure.
- What is the parent company's mission (mission statement)? What is the mission for your new initiative? How does the new initiative/subsidiary align with the parent company's mission?

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#### **NEW PRODUCT OR SERVICE IDEA**

Describe your New Product or Service idea, by answering the prompts below:

- What is new and unique about your product or service?
- What customer needs or desires does it satisfy?
- What is the value proposition – i.e., why would someone buy your product or service? Include key resources and key activities.

#### **SWOT ANALYSIS**

Explain the Strengths, Weaknesses, Opportunities, and Threats for your idea, using the prompts below:

- Why is this the right time to implement this new business or venture?
- What is distinctive, disruptive, and/or innovative about your product or service?
- Include a SWOT Analysis. Use either the SWOT template or the SWOT Worksheet provided in your Assignment 1 Resources.
- Be sure to provide a detailed explanation of each of the four SWOT quadrants.

\* \* \* \* \*

#### **Option B – ENTREPRENEUR**

#### **COMPANY DESCRIPTION**

Briefly describe the Start-up Company that you propose to create:

- What is the name for your new business?
- When will your start-up business launch?
- What will its mission be (mission statement)?
- How many staff will you need? Provide an Organizational Chart that shows the needed positions. Use the Organizational Chart template in your Assignment 1 Resources.
- How fast do you plan to grow?
- Where is your company based (physical location)? Where does it or where will it do business (geographic area to sell product or service)?

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#### **NEW PRODUCT OR SERVICE IDEA**

Describe your New Product or Service idea, by answering the prompts below:

- What is new and unique about your product or service?
- What customer needs or desires does it satisfy?
- What is the value proposition – i.e., why would someone buy your product or service?

#### **SWOT ANALYSIS**

Explain the Strengths, Weaknesses, Opportunities, and Threats for your idea, using the prompts below:

- Why is this the right time to implement this new business or venture?
- What is distinctive, disruptive, and/or innovative about your product or service?
- Include a SWOT Analysis. Use either the SWOT template or the SWOT Worksheet provided in your Assignment 1 Resources.
- Be sure to provide a detailed explanation of each of the four SWOT quadrants.

\* \* \* \* \*

#### **Option C – NONPROFIT**

##### **ORGANIZATION DESCRIPTION**

Briefly describe the Nonprofit Organization that you propose to create:

- What is the name of your nonprofit?
- Describe your nonprofit's 501c3 status. – i.e., what **kind** of 501c3 will you be?
  - Use the research sources below to learn more about 501c3 status:  
<https://www.irs.gov/charities-non-profits/exempt-organization-types>  
and <https://smallbusiness.chron.com/501c3-corporation-64124.html>
- What is the mission (mission statement)?
- When will your nonprofit launch?
- How many staff will you need? Provide an Organizational Chart that shows the needed positions. Use the NPO Organizational Chart template in your Assignment 1 Resources.
- Where will your nonprofit be based (physical location)? Where will it do business (geographic area to provide services to the beneficiaries)?

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#### NEW PRODUCT OR SERVICE IDEA

Describe your New Product or Service idea, by answering the prompts below:

- What problem does your nonprofit organization address?
- Who will be the beneficiaries from your service?
- What communities will your nonprofit organization serve?
  - What is the value proposition – i.e., why would someone support your organizational mission?
  - Beneficiaries – What value are you providing to the beneficiaries?
  - Donors – Why would someone support your organizational mission?

Use the research source below to learn about creating a nonprofit value proposition:

<https://www.irs.gov/charities-non-profits/exempt-organization-types>

#### SWOT ANALYSIS

Explain the Strengths, Weaknesses, Opportunities, and Threats for your idea, using the prompts below:

- Why is this the right time to implement this new business or venture?
- What is distinctive, disruptive, and/or innovative about your product or service?
- Include a SWOT Analysis. Use either the SWOT template or the SWOT Worksheet provided in your Assignment 1 Resources.
- Be sure to provide a detailed explanation of each of the four SWOT quadrants.

\* \* \* \* \*

#### FORMATTING

- Typed, double-spaced, using Ariel or Times New Roman font (size 11 or 12) with one-inch margins on all sides. Add page numbers. Check with your professor for any additional instructions.
- Label each chart and graph by adding a Chart Title or a Caption.
- Your Organizational chart and your SWOT Analysis may be included in the body of your document or placed at the end of your document in an Appendix.
- Include a Cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date.
- Include a References page to identify your sources. References must follow the format from the *JWMI Writing Standards Guide*.

**Note:** The Cover page, References page, and Appendix (if used) are not included in the required page length.



## *JWI 575: New Business Ventures and Entrepreneurship*

### *Course Guide*

#### **Rubric: Assignment 1: New Venture – Game Plan**

<b>CRITERIA</b>	<b>Unsatisfactory</b>	<b>Low Pass</b>	<b>Pass</b>	<b>High Pass</b>	<b>Honors</b>
1. Briefly describe your Company, including its size, mission, and location. Provide an Organizational Chart to show the positions that will need to be filled.  Weight: 30%	Did not submit or incompletely described the company basics, including size, mission, and location. Incomplete or missing Organizational Chart.	Partially described the company basics, including size, mission, and location. Student provided a partial Organizational Chart.	Satisfactorily described the company basics, including size, mission, and location. Student provided a satisfactory Organizational Chart.	Thoroughly described the company basics, including size, mission, and location. Student provided a good, clear Organizational Chart.	Exemplarily described the company basics, including size, mission, and location. Student provided an excellent Organizational Chart.
2. Describe your new Product or Service Idea. Include how it satisfies customer or community needs. Present your Value Proposition for the new product or service.  Weight 30%	Did not submit or incompletely described the new product or service idea, and how it satisfies customer or community needs. Incomplete or missing explanation of the Value Proposition.	Partially described the new product or service idea, and how it satisfies customer or community needs. Partial explanation of the Value Proposition.	Satisfactorily described the new product or service idea, and how it satisfies customer or community needs. Satisfactory explanation of the Value Proposition.	Thoroughly described the new product or service idea, and how it satisfies customer or community needs. Clear explanation of the Value Proposition.	Exemplarily described the new product or service idea, and how it satisfies customer or community needs. Excellent and detailed explanation of the Value Proposition.
3. Explain the Strengths, Weaknesses, Opportunities, and Threats that affect your Business Plan. Provide a SWOT Analysis visual, using the model provided.  Weight: 30%	Did not submit or incompletely described the Strengths, Weaknesses, Opportunities, and Threats. Did not provide an adequate SWOT Analysis visual.	Partially described the Strengths, Weaknesses, Opportunities, and Threats. Provided a partial SWOT Analysis visual.	Satisfactorily described the Strengths, Weaknesses, Opportunities, and Threats. Provided a satisfactory SWOT Analysis visual.	Thoroughly described the Strengths, Weaknesses, Opportunities, and Threats. Provided a very good SWOT Analysis visual.	Exemplary description of the Strengths, Weaknesses, Opportunities, and Threats. Provided an excellent SWOT Analysis visual.

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## *JWI 575: New Business Ventures and Entrepreneurship*

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CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
4. Clarity, logic, and writing mechanics.  Weight: 10%	Multiple mechanical errors. Much of the content is difficult to understand. Fails to follow the formatting instructions. The text does not flow well.	Several mechanical errors. Parts of the text are difficult to understand. The text does not flow well. Writer fails to justify his or her conclusions and assertions.	More than a few mechanical errors. Text flows well but lacks conciseness or clarity. Assertions and conclusions are generally justified and explained.	Few mechanical errors. Text flows well. Writing concisely and clearly expresses the writer's ideas. Topics are rationally and logically developed.	No mechanical errors. Text Flows very well. Writing concisely and clearly expresses the writer's ideas. Topics are developed in an excellent and coherent way.



## *JWI 575: New Business Ventures and Entrepreneurship*

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### *Course Guide*

#### **Assignment 2: New Venture - Launch Plan**

**Format:** Paper

**Due:** Week 6, Day 7 (Weight: 25%)

#### **OVERVIEW**

In this assignment, you will continue your research and planning to design and implement a new product or service. Based on the innovative “big idea” and the vision that you developed in Assignment 1, you will now write the sections that describe your launch strategy, business model, and financial plan.

#### **INSTRUCTIONS**

For Assignment 2, you will create a **Launch Plan** paper. It will describe your launch strategy, business model, and financial plan. Your paper will be at least 4 pages long.

In Assignment 2, you will complete the following four sections of your Business Plan:

- Section V: New Concept / Business / Nonprofit Launch Strategy
- Section VI: Impact on the Business Model / Business Mode / Organization Structure
- Section VII: Revenue Streams / Operational Strategy
- Section VIII: Financial Structure and Costs / Financial Plan

Continue to use the same big idea that you used in Assignment 1. As before, you will follow the instructions in **ONE** of the three Options below and you will continue to work with the template that matches your chosen Option.

#### **Option A – INTRAPRENEUR**

##### **NEW CONCEPT LAUNCH STRATEGY**

- What are the key business objectives for the project?
- What strategies will be used to meet those business objectives?
- In what time frame will the objectives be met?
- What are the key activities needed to launch the product or service?
- What are the key resources needed to launch the product or service?
- What are the distribution channels – i.e., how will the customers access the product or service?

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## ***JWI 575: New Business Ventures and Entrepreneurship***

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### **Course Guide**

#### **IMPACT ON THE BUSINESS MODEL**

- How complementary is the new product or service line with the company's existing products or services? What does the new line add that will benefit existing customers? How could it attract the interest of potential new customers?
- What regulations must be complied with, or licenses required, to produce, operate, or sell your new product or service line?
- Referring to your mission statement in Assignment 1, what are your initiative values? (e.g., highest quality customer service)

#### **REVENUE STREAMS**

Represents the cash a company generates from each Customer Segment or each type of product or service.

- After reviewing the competition's current market price for similar products or services, explain how those prices compare to the planned pricing for the new products or services?
- Cash flow is king. What payment or collection methods or terms will be used to sell the product or service? (i.e., cash only, credit only, subscriptions, down payments, net 30, scheduled payment contracts)
- Describe the various revenue streams. What percentage does each contribute to the overall project revenues?

#### **FINANCIAL STRUCTURE and COSTS**

- Summary Income Statement: Create a 3- or 4-year Profit and Loss Statement summary for your initiative only, not for the entire company. (You can use one of the ProForma Spreadsheets in your Assignment 2 Resources or create your own.)
- Provide a detailed Financial Narrative explaining the research and analysis used to develop the numbers in the Summary Income Statement.
- Provide a list of the start-up capital expenses to launch the project. (These are one-time costs for the launch, such as buildings, inventory, and equipment, not ongoing operational expenses.)
- Is the existing company providing the funds necessary for launching the new product/service line? If not, what are the proposed sources for funding the launch?

\* \* \* \* \*





## *JWI 575: New Business Ventures and Entrepreneurship*

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### *Course Guide*

#### **Option B – ENTREPRENEUR**

##### **NEW BUSINESS LAUNCH STRATEGY**

- What are the key business objectives?
- What strategies will be used to meet those business objectives?
- In what time frame will the objectives be met?
- What are the key activities needed to launch the product or service?
- What are the key resources needed to launch the product or service?
- What are the distribution channels – i.e., how will the customers access the product or service?

##### **BUSINESS MODEL**

- What legal structure will be used for this business and why? Use the source below to learn about your different business structure options:  
Research Source: <https://www.sba.gov/business-guide/launch-your-business/choose-business-structure>
- What regulations must be complied with, or licenses required, to produce, operate, or sell the new product or service line?
- Referring to the mission statement you provided in assignment one, what are the company values? (e.g., providing excellent customer service)

##### **REVENUE STREAMS**

Represents the cash a company generates from each Customer Segment (costs must be subtracted from revenues to create earnings).

- After reviewing the competition's current market price for similar products or services, explain how those prices compare to the planned pricing for the new products or services?
- Cash flow is king. What payment or collection methods or terms will be used to sell the product or service? (i.e., cash only, credit only, subscriptions, down payments, net 30, scheduled payment contracts)
- Describe the various revenue streams. What percentage does each contribute to the overall project revenues?

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## ***JWI 575: New Business Ventures and Entrepreneurship***

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### ***Course Guide***

#### **FINANCIAL STRUCTURE and COSTS**

- Summary Income Statement: Create a 3-year Profit and Loss Statement summary for the business. (You can use one of the Proforma Spreadsheets in your Assignment 2 Resources or create your own.)
- Provide a detailed Financial Narrative explaining the research and analysis used to develop the numbers in the Summary Income Statement.
- Provide a list of the start-up capital expenses to launch the business. (These are one-time costs for the launch, such as buildings, inventory, and equipment, not ongoing operational expenses.)
- What are the proposed sources for funding the launch of the new product or service?

\* \* \* \* \*

#### **Option C – NONPROFIT**

##### **NONPROFIT LAUNCH STRATEGY**

- What are the key business objectives?
- What strategies would be used to meet those business objectives?
- In what time frame will the objectives be met?
- What are the key activities needed to launch the services?
- What are the key resources needed to launch the services?
- What are the distribution channels – i.e., how will the beneficiaries/customers access the services?

##### **ORGANIZATIONAL STRUCTURE**

- What type or category of nonprofit organization will be created?  
Research Source: <https://www.usa.gov/start-nonprofit>
- What regulations must be complied with, or licenses required, to produce, operate, or sell the new product or service line?
- Referring to the mission statement you provided in assignment one, what are the organizational values? (e.g., meeting the needs of the community through excellent customer service.)

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## *JWI 575: New Business Ventures and Entrepreneurship*

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### *Course Guide*

#### **OPERATIONAL STRATEGY**

An operational plan describes how your nonprofit organization plans to deliver its community-focused activities.

- Describe the plan to manage and maintain the daily operations of the organization? (i.e., use and roles of volunteers, times of operation)
- Describe the fundraising plans (i.e., fundraising events and/or donor focused fundraising strategies).
- Nonprofits receive donations and/or grants based on the impacts they have in the community. What impact metrics will be used to evaluate the impact of the programs?

#### **FINANCIAL and FUNDRAISING PLAN**

- Summary Income Statement: Create a 3- or 4-year nonprofit Profit and Loss Statement summary for the business. (You can use the Nonprofit Proforma Spreadsheet in your Assignment 2 Resources or create your own.)
- Provide a detailed Financial Narrative explaining the research and analysis used to develop the numbers in the Summary Income Statement.
- Provide a list of the start-up capital expenses to launch the business. (These are one-time costs for the launch, such as buildings, inventory, and equipment, not ongoing operational expenses.)
- What changes will be made if the required levels of funding to launch the organization is not achieved?

\* \* \* \* \*

#### **FORMATTING**

- Typed, double-spaced, using Ariel or Times New Roman font (size 11 or 12) with one-inch margins on all sides. Add page numbers. Check with your professor for any additional instructions.
- Label each chart and graph by adding a Chart Title or a Caption.
- Your Summary Income Statement may be included in the body of your document or placed at the end of your document in an Appendix. If you use an Appendix, reference it in the body of the Business Plan.
- Include a Cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date.
- Include a References page to identify your sources. References must follow the format from the *JWMI Writing Standards Guide*.

**Note:** The Cover page, References page, and Appendix are not included in the required page length.

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## *JWI 575: New Business Ventures and Entrepreneurship*

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#### **Rubric: Assignment 2: New Venture – Launch Plan**

<b>CRITERIA</b>	<b>Unsatisfactory</b>	<b>Low Pass</b>	<b>Pass</b>	<b>High Pass</b>	<b>Honors</b>
1. Describe the new venture's launch strategy, including key objectives, strategy, time frame, key resources, key activities, and distribution channels.  Weight: 20%	Did not submit or incompletely described the new venture's launch strategy.	Partially described the described the new venture's launch strategy.	Satisfactorily described the new venture's launch strategy.	Thoroughly described the new venture's launch strategy.	Exemplarily described the new venture's launch strategy. Excellent detail covering all required elements.
2. Describe in detail the <i>Impact on the Business Model</i> (Option A) or <i>Business Model</i> (Option B) or <i>Organizational Structure</i> (Option C). Respond to all prompts for your Option.  Weight 20%	Did not describe or incompletely described the indicated item and did not respond to all prompts.	Partially described the indicated item and responded to some of the prompts.	Satisfactorily described the indicated item and responded to all prompts.	Thoroughly described the indicated item and responded to all prompts. Good detail covering all required elements.	Exemplarily described the indicated item and responded to all prompts. Excellent detail covering all required elements.
3. Describe in detail the <i>Revenue Streams</i> (A or B) or <i>Operational Strategy</i> (C). Respond to all prompts for your Option.  Weight: 20%	Did not describe or incompletely described the indicated item and did not respond to all prompts.	Partially described the indicated item and responded to some of the prompts.	Satisfactorily described the indicated item and responded to all prompts.	Thoroughly described the indicated item and responded to all prompts. Good detail covering all required elements.	Exemplarily described the indicated item and responded to all prompts. Excellent detail covering all required elements.

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CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p>4. Describe in detail the Financial Structure and Costs (A or B) or the Financial and Fundraising Plan (C). Respond to all prompts for your Option and provide a Summary Income Statement, Financial Narrative, and list of capital start-up expenses.</p> <p>Weight: 30%</p>	<p>Did not describe or incompletely described the indicated item and did not respond to all prompts. Did not provide an adequate Summary Income Statement, Financial Narrative, and list of capital start-up expenses.</p>	<p>Partially described the indicated item and responded to some of the prompts. Provided a partial Summary Income Statement, Financial Narrative, and list of capital start-up expenses.</p>	<p>Satisfactorily described the indicated item and responded to all prompts. Provided a satisfactory Summary Income Statement, Financial Narrative, and list of capital start-up expenses.</p>	<p>Thoroughly described the indicated item and responded to all prompts. Provided a good, thorough Summary Income Statement, Financial Narrative, and list of capital start-up expenses.</p>	<p>Exemplarily described the indicated item and responded to all prompts. Provided an excellent Summary Income Statement, Financial Narrative, and list of capital start-up expenses.</p>
<p>5. Clarity, logic, and writing mechanics.</p> <p>Weight: 10%</p>	<p>Multiple mechanical errors. Much of the content is difficult to understand. Fails to follow The formatting instructions. The text does not flow well.</p>	<p>Several mechanical errors. Parts of the text are difficult to understand. The text does not flow well. Writer fails to justify his or her conclusions and assertions.</p>	<p>More than a few mechanical errors. Text flows well but lacks conciseness or clarity. Assertions and conclusions are generally justified and explained.</p>	<p>Few mechanical errors. Text flows well. Writing concisely and clearly expresses the writer's ideas. Topics are rationally and logically developed.</p>	<p>No mechanical errors. Text Flows very well. Writing concisely and clearly expresses the writer's ideas. Topics are developed in an excellent and coherent way.</p>



## JWI 575: New Business Ventures and Entrepreneurship Course Guide

### Assignment 3: New Venture – Final Business Plan

**Format:** Paper

**Due:** Week 9, Day 7 (Weight: 25%)

#### OVERVIEW and FINAL BUSINESS PLAN OUTLINE

Your deliverable for Assignment 3 is your **Final Business Plan**. It will include content from Assignments 1 and 2, with revisions based on your professor's feedback, as well as new content from Assignment 3. The chart below shows how all your assignments fit together to create your **Final Business Plan**.

<b>FINAL BUSINESS PLAN OUTLINE</b>			
<b>Option A – INTRAPRENEUR</b>	<b>Option B – ENTREPRENEUR</b>	<b>Option C – NONPROFIT</b>	<b>CONTENT created in:</b>
I. Executive Summary*	I. Executive Summary*	I. Executive Summary*	Assignment 3
II. Company Description	II. Company Description	II. Organization Description	Assignment 1
III. New Product or Service Description	III. New Product or Service Description	III. New Product or Service Idea	Assignment 1
IV. SWOT Analysis	IV. SWOT Analysis	IV. SWOT Analysis	Assignment 1
V. New Concept Launch Strategy	V. New Business Launch Strategy	V. Nonprofit Launch Strategy	Assignment 2
VI. Impact on the Business Model	VI. Business Model	VI. Organizational Structure	Assignment 2
VII. Revenue Streams	VII. Revenue Streams	VII. Operational Strategy	Assignment 2
VIII. Financial Structure and Costs	VIII. Financial Structure and Costs	VIII. Financial and Fundraising Plan	Assignment 2
IX. Growth Strategy	IX. Growth Strategy	IX. Impact Plan	Assignment 3
X. Management Team and Key Roles	X. Management Team and Key Roles	X. Leadership Team and Key Roles	Assignment 3
XI. Marketing Plan	XI. Marketing Plan	XI. Marketing Plan	Assignment 3

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## *JWI 575: New Business Ventures and Entrepreneurship*

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#### **ASSIGNMENT 3 INSTRUCTIONS**

In this assignment, you will continue drafting your plan to launch a new product or service. To complete the business plan, you will now write sections that describe your growth strategy, leadership team and key roles, and marketing plan.

In Assignment 3, you will complete the final three sections of your Business Plan:

- Section IX: Growth Strategy / Impact Plan
- Section X: Management Team / Leadership Team and Key Roles
- Section XI: Marketing Plan

After all sections of the business plan are drafted, you will write your Executive Summary. This text will be placed at the start of your paper, as Section I, but it is written last because it is an overview of the whole Business Plan.

Continue to use the same big idea that you used in Assignments 1 and 2. As before, you will follow the instructions in **ONE** of the three Options below and you will continue to work with the template that matches your chosen Option.

#### **Option A – INTRAPRENEUR**

##### **EXECUTIVE SUMMARY**

- Write a one- to two-page overview, presenting the key points of the overall Business Plan. Address all sections of the plan in Summary fashion. This should include a key point from every section in the plan.

*\* Note: the Executive Summary is the first section in your paper, but it is the last section you will write. This works best because the Executive Summary provides an overview of your entire Business Plan.*

##### **GROWTH STRATEGY**

- Compare your strategic position in the market with your competitors.
- How will you develop a loyal customer base for the products or services you sell?
- How fast will you grow?
- Where do you believe you can expand your business? (i.e., geographic areas, new markets)
- How do you believe you can expand your business? (i.e., additional products and services, mergers, new industries, etc.)

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#### **MANAGEMENT TEAM and KEY ROLES**

- Provide a list of the key management roles.
  - Resource: <https://www.onetonline.org/>
- For each key role, define the job requirements for the role.

**Note:** Review your *Organizational Chart*, in Section II of your Plan, to be sure it is compatible and consistent with your key management roles in this Section.

#### **MARKETING PLAN**

- Provide a detailed marketing plan. Be sure to include both a Promotions Strategy and a Marketing Strategy.
- In your plan, show how you will incorporate “The Four Ps of Marketing.” For information on this concept, refer to *The Four Ps of Marketing* document in your Assignment 3 Resources.

\* \* \* \* \*

### **Option B – ENTREPRENEUR**

#### **EXECUTIVE SUMMARY**

- Write a one- to two-page overview, presenting the key points of the overall Business Plan. Address all sections of the plan in Summary fashion. This should include a key point from every section in the plan.

*\* Note: the Executive Summary is the first section in your paper, but it is the last section you will write. This works best because the Executive Summary provides an overview of your entire Business plan.*

#### **GROWTH STRATEGY**

- Compare your strategic position in the market with your competitors.
- How will you develop a loyal customer base for the products or services you sell?
- How fast will you grow?
- Where do you believe you can expand your business? (i.e., geographic areas, new markets)
- How do you believe you can expand your business? (i.e., additional products and services, mergers, new industries, etc.)

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### MANAGEMENT TEAM and KEY ROLES

- Provide a list of the key management roles.
  - Resource: <https://www.onetonline.org/>
- For each key role, define the job requirements for the role.

**Note:** Review your Organizational Chart, in Section II of your Plan, to be sure it is compatible and consistent with your key management roles in this Section.

### MARKETING PLAN

- Provide a detailed marketing plan. Be sure to include both a Promotions Strategy and a Marketing Strategy.
- In your plan, show how you will incorporate “The Four Ps of Marketing.” For information on this concept, refer to *The Four Ps of Marketing* document in your Assignment 3 Resources.

\* \* \* \* \*

### Option C – NONPROFIT

#### EXECUTIVE SUMMARY

- Write a one- to two-page overview, presenting the key points of the overall Business Plan. Address all sections of the plan in Summary fashion. This should include a key point from every section in the plan.

*\* Note: the Executive Summary is the first section in your paper, but it is the last section you will write. This works best because the Executive Summary provides an overview of your entire Business Plan.*

#### IMPACT PLAN

- Impact metrics are important measures for a non-profit organization. Describe your organizational goals in terms of the impact your activities will have on the local community.
  - Resource: 10 SMART Goals Examples for Small Businesses (with Template):  
<https://fitsmallbusiness.com/smart-goals-examples/>
- Who are potential partners and what do they bring to the organization to help achieve your goals?
- How fast will you grow?
- Where do you believe you can expand your business? (i.e., geographic areas, new markets)
- How do you believe you can expand your business? (i.e., additional products and services, mergers, new industries, etc.)

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## JWI 575: New Business Ventures and Entrepreneurship Course Guide

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### LEADERSHIP TEAM and KEY ROLES

- Identify the number and desired backgrounds of the Directors you plan to have on the Board of Directors.
- Provide a list of the key management roles.
  - Resource: <https://www.onetonline.org/>
- For each key role, define the job requirements for the role.

**Note:** Review your *Organizational Chart*, in *Section II* of your *Plan*, to be sure it is compatible and consistent with your key management roles in this Section.

### MARKETING PLAN

- Provide a detailed marketing plan. Be sure to include your Nonprofit Marketing Goals and Priorities, as well as your Key Message. To learn more about this topic, refer to the *Nonprofit Marketing Plan Example* document in your Assignment 3 Resources.
- In your plan, show how you will incorporate “The Four Ps of Marketing.” For information on this concept, refer to *The Four Ps of Marketing* document in your Assignment 3 Resources.

\* \* \* \* \*

### DELIVERABLE INSTRUCTIONS: ASSEMBLING YOUR FINAL BUSINESS PLAN

After writing the sections described above for Assignment 3, you do **not** need to submit them for review before integrating them into your Final Business Plan. Proceed directly to assemble your **Final Business Plan**, which combines content from all three assignments in this course.

Use the *Final Business Plan Outline* chart, on the first page of this assignment, to check that you have included all the required sections, in the correct order, in your submission for Assignment 3.



## *JWI 575: New Business Ventures and Entrepreneurship*

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#### **FORMATTING REQUIREMENTS**

- Typed, double-spaced, using Ariel or Times New Roman font (size 11 or 12) with one-inch margins on all sides. Add page numbers. Check with your professor for any additional instructions.
- Visuals such as Spreadsheets, Income Statements, Organizational Charts, and your SWOT Analysis may be included in the body of your document or placed at the end of your document in Appendices (i.e., Appendix A, Appendix B, etc.)
- Include a Cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date
- Include a References page to identify your sources. References must follow the format from the *JWMI Writing Standards Guide*.



## *JWI 575: New Business Ventures and Entrepreneurship*

### *Course Guide*

#### **Assignment 3: New Venture – Final Business Plan**

**Format:** Paper

**Due:** Week 9, Day 7 (Weight: 25%)

#### **Rubric: Assignment 3: New Venture – Final Business Plan**

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
1. Write a one page Executive Summary that outlines all key points and addresses all sections of the Business Plan.  Weight: 15%	Did not submit or wrote an incomplete Executive Summary. Did not address all key points and sections of the Business Plan.	Wrote a partial Executive Summary that addressed some key points and sections of the Business Plan.	Wrote a satisfactory Executive Summary that addressed all key points and sections of the Business Plan.	Wrote a thorough and clear Executive Summary that addressed all key points and sections of the Business Plan.	Wrote an exemplary, succinct Executive Summary that addressed all key points and sections of the Business Plan.
2. Describe in detail your <i>Growth Strategy</i> (A or B) or <i>Impact Plan</i> (C). Respond to all prompts for your Option.  Weight: 25%	Did not describe or incompletely described the indicated item and did not respond to all prompts.	Partially described the indicated item and responded to some of the prompts.	Satisfactorily described the indicated item and responded to all prompts.	Thoroughly described the indicated item and responded to all prompts. Good detail covering all required elements.	Exemplarily described the indicated item and responded to all prompts. Excellent detail covering all required elements.
3. List key management roles and the requirements for each role.  Weight: 15%	Did not submit or incompletely listed key management roles. Did not or incompletely described the requirements for each role.	Partially listed key management roles and partially described the requirements for each role.	Listed all key management roles and provided a satisfactory description of the requirements for each role.	Listed all key management roles and provided a good, thorough description of the requirements for each role.	Listed all key management roles and provided an exemplary description of the requirements for each role.

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## JWI 575: New Business Ventures and Entrepreneurship

### Course Guide

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p>4. Provide a detailed marketing plan. Show how you will incorporate <i>The 4 P's of Marketing</i> into your marketing plan.</p> <p>Weight: 25%</p>	Did not provide a detailed marketing plan. Did not show how <i>The 4 P's of Marketing</i> would be incorporated into the plan.	Provided a partial marketing plan. Showed minimally how <i>The 4 P's of Marketing</i> would be incorporated into the plan.	Provided a satisfactory marketing plan. Showed clearly how <i>The 4 P's of Marketing</i> would be incorporated into the plan.	Provided a good, thorough marketing plan. Showed very well how <i>The 4 P's of Marketing</i> would be incorporated into the plan.	Provided an exemplary marketing plan. Showed excellently how <i>The 4 P's of Marketing</i> would be incorporated into the plan.
<p>5. Include all relevant content from Game Plan and Launch Plan, incorporating revisions recommended by your professor.</p> <p>Weight: 10%</p>	Did not include or incompletely included relevant content from Game Plan and Launch Plan. Did not incorporate revisions recommended by your professor.	Partially included relevant content from Game Plan and Launch Plan. Partially incorporated revisions recommended by your professor.	Satisfactorily included all relevant main content from Game Plan and Launch Plan, incorporating some revisions recommended by your professor.	Thoroughly included all relevant content from Game Plan and Launch Plan, incorporating most revisions recommended by your professor.	Exemplary use of all relevant content from Game Plan and Launch Plan, incorporating fully all revisions recommended by your professor.
<p>6. Clarity, logic, and writing mechanics.</p> <p>Weight: 10%</p>	Multiple mechanical errors or much of the text is difficult to understand and fails to follow formatting instructions. The text does not flow.	Several mechanical errors make parts of the text difficult for the reader to understand; the text does not flow or the discussion fails to justify conclusions and assertions	More than a few mechanical errors; text flows but lacks conciseness or clarity; assertions and conclusions are generally justified and explained.	Few mechanical errors; text flows and concisely and clearly expresses the student's position in a manner that rationally and logically develops the topics.	No mechanical errors; text flows and concisely and clearly expresses the student's position in an exemplary manner that rationally and logically develops the topics.