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## Course Information

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**Course Title:** How to Write a Business Plan

#379824

**Number of continuing education credit hours recommended for this course:**

In accordance with the standards of the National Registry of CPE Sponsors CPE credits have been granted based on a 50-minute hour.

**CPA: 5** (All states)

National Registry of CPE Sponsors ID Number: 107615.

Sponsor numbers for states requiring sponsor registration

Florida Division of Certified Public Accountancy: 0004761 (Ethics #0011467)

Hawaii Board of Accountancy: 14003

New York State Board of Accountancy (for ethics): 002146

Ohio State Board of Accountancy: CPE.51 PSR

Pennsylvania Board of Accountancy: PX178025

Texas State Board of Accountancy: 009349

### Course Description

Starting up a new business is fraught with risk, since most of them fail. Formulating a business plan is a good way to analyze the potential failings of a business concept, which can trigger the decision to proceed – or walk away. In the *How to Write a Business Plan* course, we cover every aspect of the planning process, including selecting the right type of business, evaluating risks, identifying the best marketing options, and deciding which type of legal entity would be the best fit. In short, this course is intended to walk the aspiring entrepreneur through every step of writing a business plan.

### Course Content

Publication/Revision date: 9/30/2024.

Author: Steven M. Bragg, CPA.

Final exam (online): Twenty-five questions (multiple-choice).

**Program Delivery Method:** NASBA QAS Self-Study (interactive)

### Subject Codes/Field of Study

NASBA (CPA): Business Management and Organization

### Course Level, Prerequisites, and Advance Preparation Requirements

Program level: Overview

Prerequisites: None; Advance Preparation: None

### Instructions for Taking This Course

- Log in to your secure account at [www.bhfe.com](http://www.bhfe.com). Go to "My Account."
- You must complete this course within one year of purchase (If the course is "Expired," contact us and we will add the latest edition of the course to your account (no charge).
- **To retain the course-PDF after completion (for future reference) and to enable enhanced navigation:** From "My Account," Download and save the course-PDF to your computer. This will enable the search function (Menu: Edit>Find) and bookmarks (icon on left side of document window).
- **Complete the course by** following the learning objectives listed for the course, studying the text, and, if included, studying the review questions at the end of each major section (or at the end of the course).
- **Once you have completed studying the course** and you are confident that the learning objectives have been met, answer the final exam questions (online).

### Instructions for Taking the Online Exam

- Log in to your secure account at [www.bhfe.com](http://www.bhfe.com). Go to "My Account."
- A passing grade of at least **70% is required on the exam** for this course.
- You will have **three attempts to pass the exam** (call or email us after three unsuccessful attempts for instructions).
- The exam is not timed, and it does not need to be completed in one session.
- For a printed copy of the exam questions, open the exam and press "Print Exam."
- Once you pass the exam, the results (correct/incorrect answers) and certificate of completion appear in "My Account." A confirmation email is also sent.
- CFP Board and IRS credit hours, if applicable, are reported on Tuesdays and at the end of the month.

**Have a question?** Call us at 800-588-7039 or email us at [contact@bhfe.com](mailto:contact@bhfe.com).

# Learning Objectives

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## **Learning Objectives:**

- Identify the contents of a business plan.
- Specify the topics of a planning self-assessment.
- Describe the advantages and disadvantages of a SWOT analysis.
- Identify some of the barriers to entry that may be found in an industry.
- Specify the key measurements to use when evaluating a business plan.
- Identify the circumstances under which a decline in sales would be especially troubling.
- Recall the elements of a marketing campaign for a start-up business.
- Specify the different types of sales promotions for a start-up business.
- Describe the sources of an organization's culture.
- Specify the characteristics of the different components of the cost of goods sold.
- Specify the considerations when budgeting for capital spending.
- Recall the flaws that can appear in a business plan financial projection.
- Recall the legal issues associated with a cosigning arrangement.
- Specify the options for funding a start-up business.
- Identify the requirements of angel investors and venture capital firms.
- Recall the disadvantages of working with a money broker.
- Recall the contents of a personal financial statement.
- Specify the requirements for each component of a business plan.
- Identify the most appropriate page length for a business plan.
- Recall the advantages and disadvantages of each form of organizational structure.

# About the Author

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**Steven Bragg, CPA**, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst & Young. He received a master's degree in finance from Bentley College, an MBA from Babson College, and a Bachelor's degree in Economics from the University of Maine. He has been a two-time president of the Colorado Mountain Club, and is an avid alpine skier, mountain biker, and certified master diver. Mr. Bragg resides in Centennial, Colorado. He has written more than 300 books and courses, including *New Controller Guidebook*, *GAAP Guidebook*, and *Payroll Management*. He has also written the science fiction novel *Under an Autumn Sun*, first book in *The Auditors* trilogy.

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