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Instructional Design Document

Business Plan E-Learning Course

1. Project Context

The “Create your Business Plan” is an introductory-level online course for adults who have a business idea, but want to learn how to create a business plan to pitch their idea to stakeholders. This course covers the essential key aspects that typically go into an effective business plan in a relevant and engaging manner. By the end of the course, the learners will be prepared to create their own business plans.

2. Learning Objectives

By the end of the course, the learners will:

- Understand the benefits of writing a Business Plan
- Define and Describe five key elements of a business plan
- Demonstrate understanding of what business aspects need to be addressed in each section of the Plan
- Gain access to templates and job aids that can help create your own business plan.

3. Project Requirements

- **Budget** - The project has a total of 120 hours to deliver the following:
 - ◆ Instructional design document as PDF
 - ◆ Full Course development in Articulate RISE 360
 - ◆ Supporting Media files, templates, and Job aids/ Infographic
 - ◆ Storyboard for two module/lesson
- **Timelines** - The e-learning course is expected to be available with all completed deliverables by May 30, 2022
- **Tools** - RISE for content authoring, Vyond for animation, Canva for graphic design, Google suite of products for templates

4. Learning Requirements

- **Learner profile** - Adult Learners in the age range of 18 to 30 years, Freelancers, and Entrepreneurs
- **Learning environment** - The self-paced e-Learning course is free and can be accessed anywhere using a phone or a laptop with an internet connection. The course is flexible for the learners to complete at their own pace of learning.

5. Instructional Strategy

- The course is being developed on the evidence-based educational pedagogies of Merrills Design Principles, Project-Based Learning(PBL) and Blooms Taxonomy of Learning. Founding the instruction on these principles will enable learners to build their content knowledge in a sequence, practice key concepts, demonstrate and apply the new knowledge gained to real-world situations.
- There will be audio, visual, job aids/infographic and screen interactive elements in the course to meet diverse learning styles and keep the learners engaged.

6. Assessment Strategy

- Formative assessments in the form of Quiz, Drag, and Drop, and Match will be included after every module to confirm understanding. The creation of business plan document can serve as a summative assessment for organizations that intend to measure the course outcome.
- The training evaluation forms after the course will follow the 'Kirkpatrick Model' to assess learners' reaction to the course and learning outcomes.

7. Course Outline

The course is organized into six modules that cover the essential aspects of how to create a Business Plan. The course outline containing modules and the topics is shown in the table below

Create your Business Plan		
Nr	Module Name	Content
1	Business Plan - Key Asset Course Layout	<input type="checkbox"/> Benefits of writing a business plan (using a scenario-based animation) <input type="checkbox"/> Introduce the course layout and the 5 key elements to a business plan (using infographic) <input type="checkbox"/> Provide the .docx version of the Business Plan template for the learner to fill out as they follow along the course (optional)
2	Company Profile	<input type="checkbox"/> Explain - Company introduction, story, mission and team <input type="checkbox"/> Provide an example for learner to comprehend and analyze <input type="checkbox"/> Prompt the learner to fill out "About the Company" section in the provided template
3	Business Description	<input type="checkbox"/> Explain - Business Opportunity, Product/Service, Growth Potential <input type="checkbox"/> Provide an example for learner to comprehend and analyze <input type="checkbox"/> Prompt the learner to fill out "Business Description" section in the provided template
4	Market Research	<input type="checkbox"/> Explain - Addressable Market, Customers, Competition <input type="checkbox"/> Provide an example for learner to comprehend and analyze <input type="checkbox"/> Prompt the learner to fill out "Market Research" section in the provided template
5	Execution Plan	<input type="checkbox"/> Explain - Go-To Market Strategy, Business growth, Risks <input type="checkbox"/> Provide an example for learner to comprehend and analyze <input type="checkbox"/> Prompt the learner to fill out "Execution Plan" section in the provided template
6	Financials	<input type="checkbox"/> Explain - Cost, Funding, Revenue Projection, Profitability <input type="checkbox"/> Provide an example for learner to comprehend and analyze <input type="checkbox"/> Prompt the learner to fill out "Financials" section in the provided template

8. Storyboard

The storyboard snapshot for two lessons from the course is shown below:

Lesson		Business Plan - A Key Asset	
BLOCK ID	1.1	BLOCK TYPE	Animation, Text and Image , Attachment
NOTES		<p>CONTENT</p> <p>Text : There's no doubt that you have a great idea. The real question is how can you be sure that your idea will turn into a successful business venture</p> <p>Animation: Business Plan Intro Animation</p> <p>Animation Voiceover: Do you have a great business idea in the world ? Do you want to turn your idea into reality ? Well, your next step is to create a business plan ! Why ? Because your business plan is the one that can guide you in starting and managing your business. Think of it like the GPS navigation in a car, which guides you for wherever you want to go.</p> <p>Writing a Business plan can offer you four key benefits:</p> <ol style="list-style-type: none"> First, it helps you evaluate the viability of your business idea Second, it can help determine cost, revenue and therefore financial needs. Third, it can help develop an execution strategy to start and grow your business Finally, a business plan will give you the power to pitch your idea to stakeholders like customers, investors, venture capitalists or any industry or business professionals, to get the needed support <p>Overall, writing a business plan will enable you think through all the key elements necessary to start, run and grow your business. So, how to write a business plan ? Well, that's precisely why you must consider doing this course. The 'Create a Business Plan' course will help you learn, and practice writing a business plan.</p> <p>There are five key elements to a Business plan and that will be covered in this course. You can download the BusinessPlanTemplate.docx and build your plan as you progress through the course. So, let's get started !</p> <p>Note: Writing a Business plan is a skill that can be learned. You will learn a step-by-step process for developing your own business plan in this course.</p>	

Lesson		Company Profile	
BLOCK ID	2.1	BLOCK TYPE	Image, Text, Accordion, Statement
NOTES The Text appears as a heading over the Image		CONTENT Image: Company Section Example.jpg Text: Start by describing your Company Accordion: Introduce: The business plan usually starts with a Company introduction, where you will introduce the name of your future company/business enterprise and your company's mission. If you have a team, you can also include your team members and their roles. Tell a Story: It is beneficial when you include what inspired you to start your company. Sometimes there is a personal story or motivation to start a business. Other times, your business might have the mission to support the welfare of others, serve humanity, or serve a public good. All these can be highlighted to share your company profile and gain attention from stakeholders. Company Introduction Example: Creative Composites is a bio-composite company headquartered in Silicon Valley, California committed to creating sustainable and environment-friendly composite materials for industry use. The mission of the company is to produce innovative bio-composites through sustainable and environment-friendly ways by repurposing plants and their unused by-products while ensuring a good livelihood for the farmers. The company's premier product Tobosite (to-boh-sit) is an innovative and high-performing bio-composite material made from tobacco plants and pineapple leaf fibers, utilizing the natural properties of both biomaterials for industrial applications. Statement: Give a start by describing your company in the Business Plan Template. You can always come back and iterate your work later, as things evolve.	