



NEW ENTERPRISE PLANNING

This non-formal course aims to provide individuals with knowledge and skills in preparing and analyzing a business plan as well as in making business decisions.

OBJECTIVES

At the end of the course, the student should be able to:

- Identify, screen and select business ideas and opportunities;
- Define a business plan or a new enterprise plan and explain the importance of preparing it;
- Enumerate and describe the components of a new enterprise plan;
- Identify the information needed when preparing a new enterprise plan;
- Prepare a complete new enterprise plan based on a pre-screened and selected business idea; and
- Determine whether a business idea is worth pursuing based on the findings of the plan.

ADMISSION REQUIREMENTS

Individuals interested in taking the course must have a high school diploma, and proficiency in mathematics and reading and writing in English.



COURSE STRUCTURE

The course covers the following:

1. Identifying and generating business ideas and opportunities
2. Screening and selecting business ideas and opportunities
3. Introduction to new enterprise planning
 - Objectives of new enterprise planning
 - Parts of a new enterprise plan
 - Limitations of a new enterprise plan
 - Basic steps and tools in preparing a new enterprise plan
4. The market plan
5. The production/technical plan
6. The financial plan
7. The organization and management plan
8. Socio-economic aspects of new enterprise planning
9. Practicum - Actual preparation of the plan
10. Presentation of the plan

The learning package includes print modules. There are face-to-face study sessions as well as online discussions.





FEES (PHP 5,500)

Fees include the following:

- PhP100 - Application/ Registration Fee
- PhP5,000 - Course Fee inclusive of modules, course guide and tutorial services
- PhP400 - Miscellaneous

ENROLLMENT

Participants may log on to www.upou.edu.ph for online registration, or visit the Faculty of Management and Development Studies, UPOU HQ, Los Baños, Laguna.

Payments can be done through Philippine National Bank (PNB) and Credit Card.

Depository Office: PNB-UP Los Baños Branch
Account Number: 446-537973-7
Name of Depositor: UPOU Trust Fund

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