

The 7 Elements of a Strategic Business Plan

Professor Review Sheet

Framework Overview

The *7 Elements of a Strategic Business Plan* provides a structured framework designed to guide students from business concept to a fully developed strategic plan. Each element represents a foundational component required for building a coherent and operational business model. Rather than treating the business plan as a single end-of-semester assignment, the framework allows students to construct their plan progressively through structured analysis and strategic decision-making.

How It Works in the Classroom

Each chapter corresponds to one of the seven strategic elements. Students apply the principles discussed in each chapter directly to their own venture concept through guided prompts and structured exercises. As the course progresses, these responses accumulate into a complete business plan, allowing instructors to review and refine each component throughout the semester.

Educational Value

- Encourages structured strategic thinking
- Guides students from concept development to execution planning
- Produces a complete business plan by the end of the course
- Suitable for entrepreneurship, venture development, and business planning courses

Professor Review Copies

Professors teaching entrepreneurship or venture development courses may request a complimentary review copy for evaluation. Guest lectures and classroom discussions on the framework are also available upon request.

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