

7 Elements of a Strategic Business Plan

Author

Brian Peterka

Email

Info@brianpeterka.com

Suggested Course Integration

The 7 Elements of a Strategic Business Plan framework can be integrated into a standard 12-15 week entrepreneurship or venture development course. Each element corresponds to a specific component of a strategic business plan and is developed progressively throughout the semester.

Rather than assigning the business plan as a single final project, students construct the plan step-by-step as they study each element of the framework. This allows instructors to evaluate, discuss and refine each component before moving forward, resulting in a more coherent and strategically aligned final document.

By the end of the course, students will have developed a complete strategic business plan based on the integrated principles explored throughout the semester.

Schedule

Week	Focus	Student Outcome
1	Course integration and overview	Students select venture concept
2	Element 1: Executive Summary	Define business structure and positioning
3	Element 2: Business Description	Establish purpose and core function of business
4	Element 3: Company Summary	Define company ownership and foundational details
5	Market Research	Analyze target market, demand and opportunity
6	Element 4: Market Strategies	Define market approach, positioning and customer acquisition strategy
7	Element 5: Design & Development Plan	Outline product/service development
8	Element 6: Operations & Management Plan	Define operational structure and responsibilities
9	Element 7: Financial Factors	Develop financial Structure, projections and key assumptions
10	Burrowing Structure & Requirements	Define capital requirements and supporting financial structure
11	Branding Strategy	Develop brand positioning, identity and communication
12	Strategic Revisions	Refine plan components
13	Operational Alignment	Finalize strategic structure
14	Student Presentations	Present strategic business plan
15	Course Conclusion	Final evaluation and discussion