

<h2 style="margin: 0;">THE BUSINESS PLAN</h2> <p style="margin: 0;"><i>The ability to apply business concepts to the development of a health industry business plan.</i></p>	DATE COMPLETED
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COMPETENCY OBJECTIVES	✓	SUGGESTED LEARNING ACTIVITIES	COMMENTS
Objective A: All trainees will demonstrate an understanding of business plan components			
1. Competency: Knowledge of the business plan components.		All trainee/s should be exposed to the four components of a business plan: strategic planning, marketing, operations and finance/budgeting. Class discussion could be supplemented with the materials and cases on this website.	Trainees should be encouraged to discover if their organization has a business plan. These additional plans could be added to the class discussion.

Objective B: All trainees will be able to understand the role of a business plan for LEND related organizations			
1. Competency: Ability to identify work efforts that benefit from the structure of developing a business plan.		The trainee/s will identify a business problem he/she has encountered.	
		The trainee/s will identify the strategic, market, operations or finance issues he/she sees in this problem.	
2. Competency: Ability to frame current problems using business vocabulary		The trainee/s will use the vocabulary of the discipline(s) of strategy, marketing, operations and finance to describe the problem he/she has encountered.	
3. Competency: Ability to frame current problem solution using the business plan structure.		The trainee/s will describe problem solutions in terms of strategy, marketing, operations and finance implications.	

Objective C: All trainees will be able to assist a LEND clinic/program/organization in the production of a business plan.

<p>1. Competency: Ability to understand the requests an administrator may make of employees when developing a business plan.</p>		<p>Trainee/s should identify requests for data that he/she has been asked to produce and to consider how this data might now be part of a business plan.</p>	<p>If any request is current, these would be excellent to share with the class.</p>
<p>2. Competency: Ability to tailor information to be of the most use in the development of a business plan.</p>		<p>Trainee/s should consider the problem identified in B1 and B2 above and note the sort of information an administrator would need to solve this problem effectively.</p>	
		<p>Trainee/s should identify the sorts of <i>data collection</i> that would enable him/her to provide this sort of information in the future.</p>	