
**Elements of a Business Plan**

**Business Plan Brainstorming**

**Personal Net Worth**

**Personal Cash**

**Torts & Fraud**

**Elements of a Contract**

**Creating a Budget**

**Risk Decision Factors**

**Career SWOT**

Use these exercises alongside Ferrell’s “Build Your Business Plan” End-of-Chapter exercises to help students develop successful Business Plans.

Also new to Ferrell’s 11th edition:

- Bonus Chapter: The Legal and Regulatory Environment
- Bonus Chapter B Personal and Financial Planning
- New online Appendix C Basics of risk management (covers both insurable and noninsurable risk)

Available now in Connect®. Contact your local representative for details.