

**MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE  
COURSE OUTLINE**

DEPT. SBM                      COURSE NO. SBMT 1110

NUMBER OF CREDITS: 2

COURSE TITLE: SBM Organizational Planning

**CATALOG DESCRIPTION:**

In this course the business owner or manager will conduct a self-study of the business and an analysis of the various business systems. The results will be used to begin the process of establishing a new or updated business plan, including a mission statement, vision statement, and business goals.

AUDIENCE: Potential and Current Small Business Owners & Managers

FULFILLS MN TRANSFER CURRICULUM AREA(S) *N/A*

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: None

LENGTH OF COURSE   Semester

**THIS COURSE IS USUALLY OFFERED:**

Every other year ☐      fall ☐      spring ☐      summer ☐      undetermined X

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) **ACADEMIC CONTENT:**

- a. Construct business strength chart
- b. Construct business weakness chart
- c. Prepare business analysis – SWOT summary
- d. Identify business plan components
- e. Create mission statement
- f. Create vision statement
- g. Adopt a business mission and vision
- h. Create business goals

2) **THINKING SKILLS:**

- a. Analyze business opportunities
- b. Analyze business threats

3) **COMMUNICATIONS SKILLS:**

- a. Communicate business purpose with staff
- b. Write appropriate business strategies

4) **HUMAN DIVERSITY:**

- a. Demonstrate to employees their importance in the business organizational plan

TOPICS TO BE COVERED: Conducting a Business Self Assessment  
Creating Mission Statements, Vision Statements, and Business Goals

LIST OF EXPECTED COURSE OUTCOMES:

1) Completed Organizational Plan

LEARNING/TEACHING TECHNIQUES used in the course are:

- |   |   |
|---|---|
| <input type="checkbox"/> Collaborative Learning | <input type="checkbox"/> Problem Solving      |
| <input type="checkbox"/> Student Presentations  | <input type="checkbox"/> Interactive Lectures |
| X Creative Projects                             | X Individual Coaching                         |
| <input type="checkbox"/> Lecture                | X Films/Videos/Slides                         |
| <input type="checkbox"/> Demonstrations         | X Other (describe below)                      |
| <input type="checkbox"/> Lab                    | X Suggested Readings                          |
|   | X Suggesting Web Sites                        |

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

- |   |                                     |   |
|---|-------------------------------------|---|
| X Reading                                   | <input type="checkbox"/> Tests      | X Individual Projects                           |
| <input type="checkbox"/> Oral Presentations | X Worksheets                        | <input type="checkbox"/> Collaborative Projects |
| <input type="checkbox"/> Textbook Problems  | <input type="checkbox"/> Papers     | <input type="checkbox"/> Portfolio              |
| <input type="checkbox"/> Group Problems     | <input type="checkbox"/> Term Paper |   |
| X Other (describe below)                    |                                     |   |

Recommended Reading

Recommended Web Sites

Who Moved My Cheese, Spencer Johnson	<a href="http://www.sbaonline.gov/classroom">www.sbaonline.gov/classroom</a>
Raving Fans, Ken Blanchard	<a href="http://www.bplans.com/ho/">www.bplans.com/ho/</a>

EXPECTED STUDENT LEARNING OUTCOMES:

Completed self-study, with a mission statement, vision statement, and organized well written business goals.

**The information in this course outline is subject to revision**

**Veteran Services:** Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

**This document is available in alternative formats to individuals with disabilities by contacting the  
Student Services Advisor or by calling 800-658-2330 or  
Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.**

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