MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE

DEPT. SBM   COURSE NO. SBMT1120

NUMBER OF CREDITS: 3

COURSE TITLE: SBM Business Plan

CATALOG DESCRIPTION:

      In this course, the business owner or manager will begin the process of creating or updating a business plan. The course will include an overview of the business planning process, the individual components of a business plan, and the process for building a business plan. A business plan for the business is the desired outcome.

AUDIENCE Potential and current small business owners and managers.

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

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: None

LENGTH OF COURSE: 1 Semester

THIS COURSE IS USUALLY OFFERED:
Every other year ☐   fall ☐   spring ☐   summer ☐   undetermined X

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

1) ACADEMIC CONTENT:
   a. Define Business Plan Purpose
   b. Identify Business Plan Components
   c. Select Products & Services
   d. Select Organization Structure
   e. Outline Management Structure
   f. Construct Target Market
   g. Construct Marketing Strategy
2) THINKING SKILLS:
   a. Identify Keys to Success
   b. Identify Target Market
   c. Differentiate Critical Business Systems
   d. Analyze Competition
3) COMMUNICATIONS SKILLS:
   a. Write Business Description Overview

4) HUMAN DIVERSITY:
   a. Determine Human Resource Needs

TOPICS TO BE COVERED:

1. Introduction to the Business Plan
2. Creating the Management and Marketing Plan
3. Creating the Financial Plan

LIST OF EXPECTED COURSE OUTCOMES:

1. Complete a written business plan.

LEARNING/TEACHING TECHNIQUES used in the course are:

☐ Collaborative Learning ☐ Problem Solving
☐ Student Presentations ☐ Interactive Lectures
☐ Creative Projects X Individual Coaching
☐ Lecture ☐ Films/Videos/Slides
☐ Demonstrations ☐ Other (describe below)
☐ Lab Research

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

☐ Reading ☐ Tests X Individual Projects
☐ Oral Presentations X Worksheets ☐ Collaborative Projects
☐ Textbook Problems ☐ Papers ☐ Portfolio
☐ Group Problems ☐ Term Paper
☐ Other (describe below)

EXPECTED STUDENT LEARNING OUTCOMES: Completed Business Plan

The information in this course outline is subject to revision