

**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:

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

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

- | | | |
|-------------------------------------------------|-------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> 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 | |
| <input type="checkbox"/> Other (describe below) | | |

EXPECTED STUDENT LEARNING OUTCOMES: Completed Business Plan

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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