MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE

DEPT. SBM COURSE NO. SBMT2251

NUMBER OF CREDITS: 2

COURSE TITLE: Developing the Business Plan

CATALOG DESCRIPTION: This course covers the decision making, evaluation, importance and mechanics of writing a business plan. This course will focus on the start-up activities of a new business or updating an existing business plan.

AUDIENCE: Small Business Owners, Managers, and Entrepreneurs

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. Identify business planning needs
   b. Identify product and/or services to be sold
   c. Identify customers
   d. Define business planning
   e. Examine personnel needs
   f. Illustrate record keeping system

2) THINKING SKILLS:
   a. Evaluate business plan (existing business)
   b. Evaluate outline of a business plan (start-up)
   c. Diagram advertising and promotional plan
   d. Design marketing strategy
   e. Diagram the financial plan
   f. Develop the business description

3) COMMUNICATIONS SKILLS:
   a. Outline business plan
4) HUMAN DIVERSITY:

TOPICS TO BE COVERED:

1) Business planning

LIST OF EXPECTED COURSE OUTCOMES:

1) See above

LEARNING/TEACHING TECHNIQUES used in the course are:

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

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

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

EXPECTED STUDENT LEARNING OUTCOMES: See above

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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