MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE

Faculty is required to have the outline submitted to the Academic Affairs Office. The course outline is the form used for approval of new courses by the Academic Affairs and Standards Council.

DEPT. FBMA COURSE NUMBER: 2933

NUMBER OF CREDITS: 3

COURSE TITLE: Applied Financial Mgmt. Strategic Planning Emphasis

CATALOG DESCRIPTION: This course will provide practical application of strategic planning skills. Application skills will be practiced upon and applied to the student’s business and business plan.

AUDIENCE : Farm business operators or managers or others with consent of instructor

FULFILLS MN TRANSFER CURRICULUM AREA(S) (Leave blank if not applicable)
Area: by meeting the following competencies:
Area: by meeting the following competencies:
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PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE:

LENGTH OF COURSE : One semester

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

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

1) ACADEMIC CONTENT: The academic objectives of this course are:
   a.
   b.

2) THINKING SKILLS: This course will help students improve the effectiveness of their thinking skills through:
   a. Update the current business portfolio to reflect implemented strategic plans
   b. Craft an internal and external monitoring which includes the use of business analysis
   c. Create an implementation plan to apply the action plans in a prioritized manner
   d. Develop a contingency plan for the business
   e. Develop action plans to be used to close the gap between actual & desired performance
f. Perform gap analysis & determine measurable difference between future vision & today's performance

g. Gather and analyze business enterprise and financial data to design a specific performance audit

h. Determine direction of the business by visualizing the future & describing what it looks like

i. Identify quality or attribute that the business possesses that makes it different from others

j. Identify and prioritize the driving forces in the business

k. Examine values and operating philosophy and determine the stakeholders

l. Develop a planning team, set time lines and determine who will develop necessary data

3) COMMUNICATIONS SKILLS: This course will help students improve their oral and written communication skills through:

   a. Participate with the planning team in writing a general mission statement for the business

4) HUMAN DIVERSITY: This course will help students recognize, understand, and appreciate human diversity through:

   a.

   b.

TOPICS TO BE COVERED: Business portfolio, strategic planning, internal and external monitoring of business analysis, contingency plan for the business, action plan to close the gap between actual and desired performance, gap analysis, measurable differences between future vision and today's performance, performance audit of business enterprise and financial data, business direction, business quality and attributes that make it different, driving forces of the business, planning team, general mission statement for the business, operating philosophy, stakeholders, planning team development, setting time lines, and determine who will develop necessary data.

COURSE LEARNING OUTCOMES (GENERAL):
Upon completion of this course, the student will have practical experience in creating, implementing and monitoring their own business strategic plan. The student will become aware of strategies to use to not only implement but to update a strategic plan.

STUDENT LEARNING OUTCOMES (SPECIFIC):
1. Revise the current business portfolio to reflect implemented strategic plans.
2. Design an internal and external monitoring model, which includes the use of business analysis.
3. Create an implementation plan to apply the action plans in a prioritized manner.
4. Develop action plans to reduce the gap between actual and desired performance.
5. Employ gap analysis and determine measurable difference between future vision and today's performance.
6. Assemble and analyze business enterprise and financial data to design a specific performance audit.
7. Identify qualities or attributes that distinguish the business.
8. Identify and prioritize the driving forces in the business.
9. Participate with the planning team in writing a general mission statement for the business.
10. Examine values, operating philosophy and determine the operational stakeholders.

LEARNING/TEACHING TECHNIQUES used in the course are:

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

Individual instruction sessions / small group seminars and classroom instruction in any combination determined by instructor and student.

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

- Reading
- Tests
- Individual Projects
- Oral Presentations
- Worksheets
- Collaborative Projects
- Textbook Problems
- Papers
- Portfolio
- Group Problems
- Term Paper

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.

The information in this course outline is subject to revision.

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 via your preferred Telecommunications Relay Service.

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Revised 10/1/16