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:

- [ ] Collaborative Learning
- [ ] Problem Solving
- [ ] Student Presentations
- [ ] Interactive Lectures
- [x] Creative Projects
- [x] Individual Coaching
- [ ] Lecture
- [x] Films/Videos/Slides
- [ ] Demonstrations
- [x] Other (describe below)
- [ ] Lab
- [x] Suggested Readings
- [x] Suggesting Web Sites

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

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

Recommended Reading

Who Moved My Cheese, Spencer Johnson  www.sbaonline.gov/classroom
Raving Fans, Ken Blanchard  www.bplans.com/ho/

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.

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