DEPT. FBMA  COURSE NUMBER:  2933

NUMBER OF CREDITS:  3  Mgmnt Credits  Lecture:  0  Lab:  0  OJT 0

Course Title:
Applied Financial Management Strategic Planning Emphasis

Catalog Description:
Applied Financial Management Strategic Planning Emphasis will provide practical application of strategic planning skills. Application skills will be practiced upon and applied to the student’s business and business plan.

Prerequisites or Necessary Entry Skills/Knowledge:
None

FULFILLS MN TRANSFER CURRICULUM AREA(S)
☐ Goal 1: Communication: By meeting the following competencies:
☐ Goal 2: Critical Thinking: By meeting the following competencies:
☐ Goal 3: Natural Sciences: By meeting the following competencies:
☐ Goal 4: Mathematics/Logical Reasoning: By meeting the following competencies:
☐ Goal 5: History and the Social and Behavioral Sciences: By meeting the following competencies:
☐ Goal 6: The Humanities and Fine Arts: By meeting the following competencies:
☐ Goal 7: Human Diversity: By meeting the following competencies:
☐ Goal 8: Global Perspective: By meeting the following competencies:
☐ Goal 9: Ethical and Civic Responsibility: By meeting the following competencies:
☐ Goal 10: People and the Environment: By meeting the following competencies:

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 and team development
Setting time lines
Determine who will develop necessary data.

Student Learning Outcomes
Update the current business portfolio to reflect implemented strategic plans.
Create an internal and external monitoring system which includes the use of business analysis.
Create an implementation plan to apply the action plans in a prioritized manner.
Develop a contingency plan for the business.
Develop action plans to be used to close the gap between actual and desired performance.
Perform gap analysis and determine measurable difference between future vision and today’s performance.
Analyze business enterprise and financial data to design a specific performance audit.
Determine direction of the business by visualizing the future and describing what it looks like.
Identify quality or attribute that the business possesses that make it different from others.
Identify and prioritize the driving forces in the business.
Examine values and operating philosophy and determine the stakeholders.
Develop a planning team, set time lines and determine who will develop necessary data.
Create general mission statement for the business.

Is this course part of a transfer pathway: Yes ☐ No ☒

Revised Date: June, 2020