# MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
## COURSE OUTLINE

**DEPT.** FBMA  
**COURSE NUMBER:** 2933  

<table>
<thead>
<tr>
<th>NUMBER OF CREDITS:</th>
<th>3</th>
<th><strong>Lecture:</strong></th>
<th>3</th>
<th><strong>Lab:</strong></th>
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<th><strong>OJT:</strong></th>
<th>0</th>
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</thead>
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**Course Title:**  
Applied Financial Management Strategic Planning Emphasis

**Catalog Description:**  
Applied Financial Management Strategic Planning Emphasis applies practical application of strategic planning skills. Students will utilize financial information and records to apply the strategic plan.

**Prerequisites or Necessary Entry Skills/Knowledge:**

**FULFILLS MN TRANSFER CURRICULUM AREA(S)**  
*(Leave blank if not applicable)*

- ☐ 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 (General)**

- Examine values  
- Operating philosophy and determine the stakeholders  
- Gather and analyze business enterprise & financial data to design a specific performance audit

**Student Learning Outcomes**

- Revise the current business to reflect implemented strategic plans  
- Implement a monitoring model which includes the use of business analysis  
- Prioritize and implement the action plan  
- Develop strategies to reduce the gap between actual and desired performance
| Employ gap analysis and determine measurable difference between future vision and current performance |
| Assemble and analyze business enterprise and financial data to design specific performance metrics |
| Identify qualities or attributes that distinguish the business strengths and weaknesses |
| Participate with the planning team in writing a general mission statement for the business |
| Examine values and operating philosophy |

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

Revised Date: 11/13/2023