Alexandria Technical and Community College

FBMA 2933: Applied Financial Management/Strategic Plan Emphasis

A. COURSE DESCRIPTION
   Credits: 3
   Lecture Hours/Week: *. *
   Lab Hours/Week: *. *
   OJT Hours/Week: *. *
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None
   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.

B. COURSE EFFECTIVE DATES: 08/21/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
   1. Assemble and analyze business enterprise and financial data to design a specific performance audit
   2. Create an implementation plan to apply the action plans in a prioritized manner
   3. Design an internal and external monitoring model which includes the use of business analysis
   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. Examine values, operating philosophy and determine the operational stakeholders
   7. Identify and prioritize the driving forces in the business
   8. Identify qualities or attributes that distinguish the business
   9. Participate with the planning team in writing a general mission statement for the business
   10. Revise the current business portfolio to reflect implemented strategic plans

D. LEARNING OUTCOMES (General)
   None

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted