**Course Title:** Applied Financial Management/Strategic Plan Emp

**Course Number**: FBMA 2933

**Credits:** 3

**Course Description**

This course will provide practical application of strategic planning skills. Student will utilize financial information and records to apply the strategic plan.

**Course Outline**

1.    Examine values, operating philosophy & determine the stakeholders.

* Update the current business portfolio to reflect implemented strategic plans.
* Identify and prioritize the driving forces in the business.
* Determine direction of the business by visualizing the future & describing what it looks like.
* Identify quality or attribute that the business possesses that makes it different from others.

2.    Gather & analyze business enterprise & financial data to design a specific performance audit.

* Create an implementation plan to apply the action plans in a prioritized manner.
* Craft an internal and external monitoring which includes the use of business analysis.
* Perform gap analysis & determine measurable difference between reality and preferred future.
* Develop a contingency plan for the business.
* Develop action plans to be used to close the gap between actual & desired performance.

**Course Outcomes**

1. Revise the current business to reflect implemented strategic plans.

2. Implement a monitoring model which includes the use of business analysis.

3. Prioritize and implement the action plan.

4. Develop strategies to reduce the gap between actual and desired performance.

5. Employ gap analysis and determine measurable difference between future vision and current performance.

6. Assemble and analyze business enterprise and financial data to design specific performance metrics.

7. Identify qualities or attributes that distinguish the business strengths and weaknesses.

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

9. Examine values, operating philosophy and determine stakeholders.

Took the horse to water (Zach Rada 11/16/2022)