**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. Application skills will be practiced upon and applied to the student's business and business 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 portfolio to reflect implemented strategic plans.

2. Design an internal and external monitoring model which includes the use of business analysis.

3. Create an implementation plan to apply the action plans in a prioritized manner.

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. Assemble and analyze business enterprise and financial data to design a specific performance audit.

7. Identify qualities or attributes that distinguish the business.

8. Identify and prioritize the driving forces in the business.

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

10. Examine values, operating philosophy and determine the operational stakeholders.