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## SECTION HEADING

### FBMA 2932: Fundamentals of Financial Management Strategic Planning Emphasis

#### Description

Fundamentals of Financial Management Strategic Planning Emphasis identifies the elements necessary to create, evaluate and implement a strategic plan for the business. Students will utilize financial information and records to develop the strategic plan.

#### Management Credits

3

#### Topics to be Covered

1. Reviewing the elements of a strategic plan for the farm business
2. Preparing a strategic plan for the farm business
3. Implementing the strategic plan for the farm business

#### Learning Outcomes

1. Evaluate the impact of the strategic plan affecting the farm financials and operation
2. Measure the importance of both internal and external environmental monitoring
3. Identify the action steps necessary to implement the plan
4. Prioritize the steps necessary to formulate action plans and contingency plans
5. Compare key financial ratios to identify the ideal business capacity
6. Identify specific business trends and evaluate business performance
7. Describe & diagram the primary elements of strategic business plan
8. Contrast the market forces impacting business capacity
9. Recognize the components in creating a business mission statement