## Pacing Guide: Business Acumen

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Summary of Resources and Activities</th>
</tr>
</thead>
</table>
| 1    | Preparing for Success | 1. View the Getting Started video on Business Acumen.  
2. Familiarize with the following resources:  
   - Become familiar with WileyPlus with ORION by navigating through the learning resource  
3. Find the Business Acumen Business Graduate Learning Community to find course mentors and pertinent information not in the Course of Study |
|      | Organizational Structure | 1. Access chapter 7 ("Management, Leadership, and the Internal Organization") in *Contemporary Business* and complete these activities:  
   - Orion  
   - Take the pre-chapter quiz  
   - Read "Management, Leadership, and the Internal Organization"  
   - Review following study aids –  
     i. Study Guide  
   - View the following animations –  
     i. Different Forms of Departmentalization Within One Company  
   - View the end of chapter video  
   - Review the following case study –  
     i. Southwest Airlines “We Love Your Bags”  
   - Take the post-chapter quiz  
2. View the following Franklin and Covey video:  
   - *The Power of Keeping Score* |
| 2    | Competitive Marketing | 1. Access chapter 7 ("Management, Leadership, and the Internal Organization") in *Contemporary Business* and complete these activities:  
   - Review the following section –  
     i. The Strategic Planning Process  
   - Review the following study aids –  
     i. The Strategic Planning Process  
2. Access chapter 13 ("Promotion and Pricing Strategies") in *Contemporary Business* and complete these activities:  
   - Orion  
   - Take the pre-chapter quiz  
   - Read “Promotion and Pricing Strategies”  
   - Review following study aids – |
i. Study Guide
  - View the following animation –
    i. Breakeven Analysis
  - View the following video –
    i. Promotion and Pricing Strategies: Pet Airways
  - Take the post-chapter quiz

3. Access chapter 11 ("Customer-Driven Marketing") in *Contemporary Business* and complete these activities:
   - Orion
   - Take the pre-chapter quiz
   - Read "Customer-Driven Marketing"
   - Review following study aids –
     i. Study Guide
   - View the following video –
     i. Customer-Driven Marketing: Zipcar
   - Review the following case study –
     i. Tesco Makes Food Shopping Fresh and Easy
   - Take the post-chapter quiz

4. Read the following article:
   - *The Five Competitive Forces that Shape Strategy*

5. Access chapter 3 ("Global Economic Challenges of the 21st Century") in *Contemporary Business* and complete these activities:
   - Read “Economic Challenges Facing Contemporary Business”
   - Review following study aids –
     i. Study Guide
   - Complete Learning Objective 3.5: Describe the global economic challenges of the 21st century.
   - Complete Short Essay Question 2: “List and briefly describe the 5 major global economic challenges.”
   - View the following animation –
     i. Global Economic Challenges

6. Access *Contemporary Business* and read, the following section(s) in chapter 1 ("The Changing Face of Business") and chapter 4 ("Competing in World Market"):
   - Chapter 1 (a) Readings
     o “Today’s Business Workforce”
   - Chapter 4 (a) Reading
     o Why Nations Trade”
     o “Going Global”

<table>
<thead>
<tr>
<th>3</th>
<th><strong>Product and Strategy</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Access chapter 12 (&quot;Product and Distribution Strategies&quot;) in <em>Contemporary Business</em> and complete these activities:</td>
<td></td>
</tr>
</tbody>
</table>
| 4                  | Operations and Quality Management | **1.** Access chapter 10 ("Production and Operations Management") in *Contemporary Business* and complete these activities:  
|                   |                                | - Orion  
|                   |                                | - Take the pre-chapter quiz  
|                   |                                | - Read “Production and Operations Management”  
|                   |                                | - Review following study aids –  
|                   |                                |   i. Study Guide  
|                   |                                | - View the following animations –  
|                   |                                |   i. The Production Process: Converting Inputs to Outputs  
|                   |                                |   ii. Steps in Production Control  
|                   |                                |   iii. Factors in the Location Decision  
|                   |                                | - View the following video –  
|                   |                                |   i. Production and Operations Management: Kimpton Hotels and Restaurants  
|                   |                                | - Review the following case study –  
|                   |                                |   i. Multivitamins Produced in China: Are Stricter Quality Controls Necessary?  
|                   |                                | - Take the post-chapter quiz  
|                   |                                | - Practice questions 1-10  
|                   |                                | **2.** Read the following article:  
|                   |                                | - Combs, O. (2013). *Standard wise*. Quality Progress, 46(9), 16-21  
|                   |                                | **3.** Access chapter 12 ("Product and Distribution Strategies") in *Contemporary Business* and complete these activities:  
|                   |                                | - Review section 12.4 ("Distribution Strategy") and section 12.7 ("Distribution Channel Decisions and Logistics")  
|                   |                                | - Review following study aids –  
|                   |                                |   i. Study Guide (Focus on Learning Objectives 12.4 and 12.7)  
<p>|</p>
<table>
<thead>
<tr>
<th>5</th>
<th>Accounting for Business and Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Access chapter 15 (“Understanding Accounting and Financial Statements”) in <em>Contemporary Business</em> and complete these activities:</td>
<td></td>
</tr>
<tr>
<td>- Orion</td>
<td></td>
</tr>
<tr>
<td>- Take the pre-chapter quiz</td>
<td></td>
</tr>
<tr>
<td>- Read “Understanding Accounting and Financial Statements”</td>
<td></td>
</tr>
<tr>
<td>- Review following study aids –</td>
<td></td>
</tr>
<tr>
<td>- Study Guide (Focus on Learning Objectives 15.2-15.6)</td>
<td></td>
</tr>
<tr>
<td>- Take the post-chapter quiz</td>
<td></td>
</tr>
<tr>
<td>- Practice questions 5-7 and 9-10</td>
<td></td>
</tr>
<tr>
<td>2. Access chapter 16 (“The Financial System”) in <em>Contemporary Business</em> and complete these activities:</td>
<td></td>
</tr>
<tr>
<td>- Take the pre-chapter quiz</td>
<td></td>
</tr>
<tr>
<td>- Read “The Financial System”</td>
<td></td>
</tr>
<tr>
<td>- Review following study aids –</td>
<td></td>
</tr>
<tr>
<td>- Study Guide</td>
<td></td>
</tr>
<tr>
<td>- View the following animations –</td>
<td></td>
</tr>
<tr>
<td>- Overview of the Financial System and Its Components</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6</th>
<th>Budgeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Access chapter 15 (“Understanding Accounting and Financial Statements”) in <em>Contemporary Business</em> and complete these activities:</td>
<td></td>
</tr>
<tr>
<td>- Read “Understanding Accounting and Financial Statements”</td>
<td></td>
</tr>
<tr>
<td>- Review following study aids –</td>
<td></td>
</tr>
<tr>
<td>- Study Guide (Focus on Learning Objective 15.7)</td>
<td></td>
</tr>
<tr>
<td>- Using WileyPlus, complete the following exercises:</td>
<td></td>
</tr>
<tr>
<td>- Cash Budget Worksheet</td>
<td></td>
</tr>
<tr>
<td>- Cash Budget Exercise Tables and Figure</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Financial Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Access chapter 17 (“Financial Management”) in <em>Contemporary Business</em> and complete these activities:</td>
</tr>
<tr>
<td>- Orion</td>
</tr>
<tr>
<td>- Take the pre-chapter quiz</td>
</tr>
<tr>
<td>- Read “Financial Management”</td>
</tr>
<tr>
<td>- Review following study aids –</td>
</tr>
<tr>
<td>- Study Guide</td>
</tr>
<tr>
<td>- View the following video –</td>
</tr>
<tr>
<td>- Financial Management: Comets Skateboards</td>
</tr>
<tr>
<td>- Take the post-chapter quiz</td>
</tr>
<tr>
<td>- Practice questions 1-10</td>
</tr>
<tr>
<td>2. View the following video:</td>
</tr>
<tr>
<td>- Access Your Money-Making Model: Understand How You Affect the Bottom Line</td>
</tr>
</tbody>
</table>
| 7 | Economic Analysis | 1. Access chapter 3 ("Economic Challenges Facing Contemporary Business") in *Contemporary Business* and complete these activities:  
   - Orion  
   - Take the pre-chapter quiz  
   - Read “Economic Challenges Facing Contemporary Business”  
   - Review following study aids –  
     i. Study Guide  
   - View the following animations –  
     i. Expected Shifts in Demand Curves  
     ii. Types of Competition  
     iii. Four Types of Unemployment  
   - View the following video –  
     i. Economic Challenges Facing Contemporary Business: Secret Acres  
   - Review the following case study –  
     i. Should Alternative Energy Development Be Relyed On?  
   - Take the post-chapter quiz  
   - Practice questions 5-7 and 9-10  
2. Access chapter 16 ("The Financial System") in *Contemporary Business* and complete these activities:  
   - Orion  
   - Review sections 16.3 ("Financial Markets") and 16.6 ("The Role of the Federal Reserve System")  
   - Review following study aids –  
     i. Study Guide (Focus on Learning Objectives 16.3 and 16.6)  
   - Review the following animation –  
     i. Overview of the Financial System and Its Components  
   - View the following video –  
     i. The Financial System: New Harvest Coffee Roasters  
   - Take the post-chapter quiz (Focus on questions 61, 66, 79, and 92) |
| 8 | Information Systems | 1. Access chapter 14 ("Using Technology to Manage Information") in *Contemporary Business* and complete these activities:  
   - Orion  
   - Take the pre-chapter quiz  
   - Read “Using Technology to Manage Information”  
   - Review following study aids –  
     i. Study Guide  
   - View the following video –  
     i. Using Technology to Manage Information: Zip Car |
<table>
<thead>
<tr>
<th>9</th>
<th><strong>Final Step: Passing the Objective Assessment</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Complete the objective assessment for the course. Access information and additional details will be provided.</td>
</tr>
<tr>
<td></td>
<td>- Duration: 2 hours</td>
</tr>
<tr>
<td></td>
<td>- Length: approximately 65 questions</td>
</tr>
<tr>
<td></td>
<td>- Length and duration apply to the objective assessment and the pre-assessment.</td>
</tr>
</tbody>
</table>

- Review the following case study –
  - i. Cisco Systems Tackles Cloud Security
- Take the post-chapter quiz
- Chapter 14 practice

**Final Step:**

2. Complete the objective assessment for the course. Access information and additional details will be provided.
   - Duration: 2 hours
   - Length: approximately 65 questions
   - Length and duration apply to the objective assessment and the pre-assessment.