

# Associate Level Business Core : BLO1 Course of Study

## Associated Assessments: TABL

**Description:** This course of study outlines the sequence of learning activities to help you demonstrate competence in the subject area of Associate Level Business Core Concepts (BLO1). Your competency in the subject matter will be accessed via an objective exam. Depending on your educational background and work experience, the course can take up to thirteen weeks. Following this document sequentially is an important part of your assessment preparation. This tool is also designed to help you become an independent learner by providing multiple learning methods. These steps may be completed more quickly than shown below as determined in consultation with your mentor.

## Introduction

Welcome to the Associate Level Business Core Course of Study! The exam covers a variety of upper division business concepts including: Accounting, Economics, Marketing, Business Law, Management, and Information Technology. My name is Judy Austin and I will serve as your Academic Mentor as you work with this Course of Study in preparation for the BLO1 exam. I am here to support your learning through this Course of Study and look forward to working with you.

I am available to answer questions, provide guidance, and help solve problems so do not hesitate to contact me during office hours.

**Course of Study Mentor** ..... Judy Austin  
**Email**..... jaustin@wgu.edu  
**Telephone** ..... 1-866-895-9660, x1804  
**Office Hours** ..... Monday – Friday, 9:00am – 4:00pm MT

This Course of Study is a guide to assist you in gaining the competencies necessary to pass the assessment and become content experts. The Course of Study lists the primary resources you need to learn the material. This tool gives study advice and provides opportunities to reflect on the material leading you to mastery of the competencies.

PLEASE NOTE: This Course of Study is a dynamic document that is updated on a regular basis. As you work through the Course of Study, make certain you check to ensure that you are using the most current version of the document found by clicking on the “Start Here” button on the AAP Learning Resources

Learning a variety of very practical business skills and concepts can be exciting, challenging, and rewarding. We hope you experience all of these emotions as you work through this Course of Study (COS). We realize that everyone has their own way of learning and this experience will be different for everyone. In light of this, we have made effort to remain flexible and accommodate different learning styles, while at the same time encouraging study habits that have a history of success.

## Required Learning Resources

- Bateman, T., & Snell, S. (2009). *Management: Leading & Collaborating in the Competitive World* (8<sup>th</sup> ed.). New York, NY: McGraw-Hill Publishing. ISBN-13:9780073381428. (Note: the 7<sup>th</sup> edition – ISBN:9780072923308 may be used as well.)
- Boone, Louis E. and Kurtz, David L. (2008). *Contemporary Marketing* (13<sup>th</sup> ed.). Thomson South-Western Publishing. ISBN-13:9780324536386
- O'Brien, J.A. and Markas, G. (2007). *Introduction to Information Systems* (14<sup>th</sup> ed.). New York: McGraw-Hill Irwin ISBN:9780077240585
- Wild, John J., & Larson, Kermit D., & Chiappetta, Barbara (2007). *MP Fundamental Accounting Principles and Circuit City Annual Report* (1-25) (18<sup>th</sup> ed.). New York, NY: Irwin McGraw-Hill. ISBN:9780073271101
- Skillsoft/Skillport Library
- MyAccountingLab
- Business Core Learning Community

## LET'S BEGIN .....

### WEEK 1

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#### Subject 1: Preparing for Success

**Subject Description:** In order to successfully complete BLO1, you need the appropriate resources to support your learning. The various Learning Resources included in this COS are essential of your success as they will provide the necessary knowledge to complete the required BLO1 tasks.

This week's activities will help you get organized and ready to successfully complete this course of study, acquire the needed competencies and pass the final exam.

After completing this week's activities, you should have:

- Purchased your textbooks.
- Logged in to the Business Core Community and posted an introduction.
- Logged into SkillSoft.
- Organized your learning environment.
- Prioritized and scheduled your learning activities.
- Secured a journal or notebook to capture your progress.

**Topic 1 Title: Acquire Learning Resources**

**Instructions:** Arrange to obtain or enroll in the Learning Resources listed below so there will be no delays in your studies. These items are essential for you as the COS will guide you week-by-week in the use of these resources.

**Activity 1 Title:** Order the textbooks

**Description:**

- Bateman, T., & Snell, S. (2009). *Management: Leading & Collaborating in the Competitive World* (8<sup>th</sup> ed.). New York, NY: McGraw-Hill Publishing. ISBN-13:9780073381428. (Note: the 7<sup>th</sup> edition – ISBN:9780072923308 may be used as well.
- Boone, Louis E. and Kurtz, David L. (2008). *Contemporary Marketing* (13<sup>th</sup> ed.). Thomson South-Western Publishing. ISBN-13:9780324536386
- O'Brien, J.A. and Markas, G. (2007). *Introduction to Information Systems* (14<sup>th</sup> ed.). New York: McGraw-Hill Irwin ISBN:9780077240585
- Wild, John J., & Larson, Kermit D., & Chiappetta, Barbara (2007). *MP Fundamental Accounting Principles and Circuit City Annual Report (1-25)* (18<sup>th</sup> ed.). New York, NY: Irwin McGraw-Hill. ISBN:9780073271101

**Activity 2 Title:** Access the Skillsoft/Skillport Library

**Description:** The SkillSoft Library contains several modules that will assist you in preparing for the assessment. New students are automatically enrolled in SkillSoft during EWB. All students will use their WGU student portal login and password to access SkillSoft at: <http://wgu.skillport.com/>. Talk to your mentor if you need additional information regarding your SkillSoft account. For additional information on using your SkillSoft account, read “Using Your SkillSoft Account” at:

[https://web5.wgu.edu/aap/content/Using%20the%20Skillsoft%20Library%20\(2\).doc](https://web5.wgu.edu/aap/content/Using%20the%20Skillsoft%20Library%20(2).doc)

Log into SkillSoft: <http://wgu.skillport.com>

1. Enter the module number listed in the various sections of this COS in the “search for” box.
2. Click on the course
3. Read the SkillSoft Lesson overview.
4. Take the SkillSoft course pre-test for each section where available.
5. Complete the modules where your pre-test scores are low.
6. Take the post tests after completing all of the modules.
7. For additional information, review the SkillBriefs, Job Aids and Books 24/7 associated with each module.

**Activity 3:** Access MyAccountingLab

**Description:** MyAccountingLab is web-based, tutorial and assessment program for accounting that provides students with a personalized interactive learning environment where they can learn at their own pace and measure their progress. MyAccountingLab offers interactive tutorials, demonstrations; practice problems and other resources to help students successfully complete the accounting portions of BLO1.

Enroll in the Pearson course called: Accounting and Finance Core Concepts (TABL/TABT) through your AAP. Log on to your AAP, and under “Available LRs” click on “View”. You will view a link to enroll in Accounting and Finance Core Concepts (TABL/TABT) (MyAccountingLab). Once you have enrolled in the learning resource you will receive an email from Learning Resources at WGU with information about the course, an access code, and specifics about setting up and account. Please retain this email as it will answer many of your questions and also contains contact information for Pearson Technical support.

Engaging in the MyAccountingLab modules will make your preparation for the BLO1 assessment much easier. Even if you have considerable expertise in Accounting, this course/e-text may help you quickly identify what you need to review in order to become competent.

For Additional information on MyAccountingLab, please read the getting started document at:

<https://web5.wgu.edu/aap/content/MyAccountingLab%20How%20To.pdf>

**Activity 4 Title:** Review BLO1 FAQs

**Description:** Review the BLO1 Frequently Asked Questions at the following link to get an overview of some of the more common questions prior to beginning study on the BLO1:

<https://web5.wgu.edu/aap/content/BLO1%20faqs.pdf>

**Activity 5 Title:** Join the Business Core Learning Community  
Description

**Description:** Learning Communities are an integral part of the WGU learning experience. The Business Core Learning Community provides opportunities to learn through communication with the facilitator and other students. Any time you have a question about the content in this Course of Study, contact the community facilitator for assistance. Community facilitators and other students will not provide answers, but will engage you in discussion to help you clarify and extend your understanding of important concepts. And you will find specific assignments in this Course of Study that direct you to the Business Core Learning Community. Check with your mentor that you have been enrolled in the Community.

**Enroll in the Community:** Request your mentor to enroll you in the Business Core Learning Community.

## Subject 2: Accounting I

**Subject Description:** These activities for Week 1 will introduce you to the concepts associated with accounting.

**Background Information:** Accounting and finance includes the study of the impact financial statements have on a business. The responsibility of selecting among the generally accepted

accounting principles in order to influence the company's financial statement results is the responsibility of the company's management team. Managers must evaluate and choose the correct financial accounting methods for their organization. The accounting choices managers make may have a direct impact on their employee's behavior and performance. Several factors influence short and long term financing decisions and there are many strategies used to successfully implement accounting principles within an organization.

**Competency Title:** Accounting

**Numerical Code:** n/a

**Competency Description:** The graduate can describe general principles of accounting practice.

**Topic 1 Title: Accounting Practices**

**Objectives:** When you have completed this section, you should be able to:

- Explain the purpose and importance of accounting today.
- Identify users and uses of accounting.
- Explain why ethics are crucial to accounting.
- Explain the meaning of generally accepted accounting principles, and define and apply several key principles of accounting.

**Instruction:** Accounting plays a crucial role in an organization. There are many users and uses of accounting in business. In this section think about business transactions and how they can be reflected in a company's financial statements.

Your study of accounting includes resources from your textbook, Skillsoft/Skillport, MyAccountingLab, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Accounting in Business

**Activity Type:** Read Chapter 1 of your MP Fundamental Accounting textbook.

**Description:** Read Chapter 1, "Accounting in Business".

**Activity 2 Title:** Interactive Quizzes – Chapter 1

**URL**

**Description:** Complete the textbook online Quiz A and Quiz B for Chapter 1 at the URL listed below to test your understanding of the basic accounting concepts .

[http://highered.mcgraw-hill.com/sties/0072512431/student\\_view0/chapter1/interactive\\_quiz\\_a.htm](http://highered.mcgraw-hill.com/sties/0072512431/student_view0/chapter1/interactive_quiz_a.htm)

[http://highered.mcgraw-hill.com/sites/0072512431/student\\_view0/chapter1/interactive\\_quiz\\_\\_b.html](http://highered.mcgraw-hill.com/sites/0072512431/student_view0/chapter1/interactive_quiz__b.html)

[http://highered.mcgraw-hill.com/sites/0072512431/student\\_view0/chapter1/interactive\\_quiz\\_\\_b.html](http://highered.mcgraw-hill.com/sites/0072512431/student_view0/chapter1/interactive_quiz__b.html)

[http://highered.mcgraw-hill.com/sites/0072512431/student\\_view0/chapter1/interactive\\_quiz\\_\\_b.html](http://highered.mcgraw-hill.com/sites/0072512431/student_view0/chapter1/interactive_quiz__b.html)

**Activity 3 Title:** Interactive Flashcards – Chapter 1

**URL**

**Description:** Review the online flashcards for Chapter 1 at the URL listed below to review your understanding of the basic accounting concepts.

[http://highered.mcgraw-hill.com/sites/0072512431/student\\_view0/chapter1/flashcards.html#](http://highered.mcgraw-hill.com/sites/0072512431/student_view0/chapter1/flashcards.html#)

**Activity 4 Title:** Skillsoft/Skillport Modules  
**Activity Type:** Review of Skillsoft Modules  
**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

FIN0151 – Principles of Financial Management  
FIN0254 – Understanding Financial Statements

## WEEK 2

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### Subject 1: Accounting II

**Subject Description:** These activities for Week 2 will conclude your work with the concepts associated with accounting.

**Background Information:** Accounting and finance includes the study of the impact financial statements have on a business. The responsibility of selecting among the generally accepted accounting principles in order to influence the company's financial statement results is the responsibility of the company's management team. Managers must evaluate and choose the correct financial accounting methods for their organization. The accounting choices managers make may have a direct impact on their employee's behavior and performance. Several factors influence short and long term financing decisions and there are many strategies used to successfully implement accounting principles within an organization.

**Competency Title:** Accounting

**Numerical Code:** n/a

**Competency Description:** The graduate can describe general principles of accounting practice.

#### Topic 1 Title: **Cash and Internal Controls**

**Objectives:** When you have completed this section, you should be able to:

- Define internal control and identify its purpose and principles
- Define cash and cash equivalents and explain how to report them.
- Identify control features of banking activities.

**Instruction:** Cash and internal controls play a crucial role in any business. In this section think about cash business transactions and various points of control in an accounting system, and how they can contribute to the profitability of an organization.

Your study of cash and internal controls includes resources from your textbook, Skillsoft/Skillport, MyAccountingLab, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Cash and Internal Controls  
**Activity Type:** Read Chapter 8 of your MP Fundamental Accounting textbook.  
**Description:** Read Chapter 8, "Cash and Internal Controls".

**Activity 2 Title:** Interactive Quizzes – Chapter 8

**URL**

**Description:** Complete the textbook online Quiz A and Quiz B for Chapter 8 at the URL listed below to test your understanding of the basic accounting concepts .

[http://highered.mcgraw-hill.com/sites/0072512431/student\\_view0/chapter8/interactive\\_quiz\\_a.htm](http://highered.mcgraw-hill.com/sites/0072512431/student_view0/chapter8/interactive_quiz_a.htm)  
[http://highered.mcgraw-hill.com/sites/0072512431/student\\_view0/chapter8/interactive\\_quiz\\_b.html](http://highered.mcgraw-hill.com/sites/0072512431/student_view0/chapter8/interactive_quiz_b.html)

**Activity 3 Title:** Interactive Flashcards – Chapter 8

**URL**

**Description:** Review the online flashcards for Chapter 1 at the URL listed below to review your understanding of the basic accounting concepts.

[http://highered.mcgraw-hill.com/sites/0072512431/student\\_view0/chapter8/flashcards.html#](http://highered.mcgraw-hill.com/sites/0072512431/student_view0/chapter8/flashcards.html#)

**Activity 4 Title:** Skillssoft/Skillport Modules

**Activity Type:** Review of Skillssoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

FIN0153 – Managing Cash Flows

**Activity 5 Title:** Cash and Accrual Methods

**URL:**

**Description:** Review the following web site on Cash versus Accrual accounting methods.

<http://www.nolo.com/article.cfm/ObjectID/08E205EE-E8B6-4D25-A2B01C3AC318E291/catID/1745D9A3-D50D-4AAD-BFB3ED609A4EE3F5/111/ART/>

**Activity 6 Title:** Business Core Learning Community

**Activity Type:** Post to Discussion

**Description:** Go to the Business Core Learning Community and post your initial thoughts to the following question: What is the difference between cash and accrual methods of accounting? Read and respond to the ideas presented by other students. Interacting with other students is an excellent way to help you clarify your own understanding of these concepts.

Link to Business Core Learning Community:

[http://community.wgu.edu/clearspacex/community/business\\_and\\_technical\\_knowledge\\_learning\\_community](http://community.wgu.edu/clearspacex/community/business_and_technical_knowledge_learning_community)

**Topic 2 Title: Analysis of Financial Statements**

**Objectives:** When you have completed this section, you should be able to:

- Explain the purpose of analysis of financial statements.
- Identify tools of analysis of financial statements.

**Instruction:** Analysis of financial statements plays a crucial role in any business. In this section, think about the types of analysis done with financial statements, and how that analysis can contribute to the profitability of an organization.

Your study of analysis of financial statements includes resources from your textbook, Skillsoft/Skillport, MyAccountingLab, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Analysis of Financial Statements

**Activity Type:** Read Chapter 17 of your MP Fundamental Accounting textbook.

**Description:** Read Chapter 17, “Cash and Internal Controls”.

**Activity 2 Title:** Interactive Quizzes – Chapter 17

**URL**

**Description:** Complete the textbook online Quiz A and Quiz B for Chapter 8 at the URL listed below to test your understanding of the basic accounting concepts .

[http://highered.mcgraw-hill.com/sties/0072512431/student\\_view0/chapter17/interactive\\_quiz\\_a.htm](http://highered.mcgraw-hill.com/sties/0072512431/student_view0/chapter17/interactive_quiz_a.htm)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/0072512431/student_view0/chapter17/interactive_quiz__b.html)

[http://highered.mcgraw-hill.com/sites/0072512431/student\\_view0/chapter17/interactive\\_quiz\\_\\_b.html](http://highered.mcgraw-hill.com/sites/0072512431/student_view0/chapter17/interactive_quiz__b.html)

**Activity 3 Title:** Interactive Flashcards – Chapter 17

**URL**

**Description:** Review the online flashcards for Chapter 17 at the URL listed below to review your understanding of the basic accounting concepts.

[http://highered.mcgraw-hill.com/sites/0072512431/student\\_view0/chapter17flashcards.html#](http://highered.mcgraw-hill.com/sites/0072512431/student_view0/chapter17flashcards.html#)

**Activity 4 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

FIN0241 – Overview of Managerial Accounting

FIN0251 – Principles of Financial Statements

FIN0252 – Components of Financial Statements

### **Topic 3 Title: Capital Budgeting and Managerial Decisions**

**Objectives:** When you have completed this section, you should be able to:

- Explain the importance of capital budgeting
- Describe the importance of relevant costs for short-term decisions.

**Instruction:** Capital budgeting plays a crucial role in any business. In this section, think about the relationship between capital budgeting and making managerial decisions, and how those decisions can contribute to the profitability of an organization.



Your study of capital budgeting and managerial decisions includes resources from your textbook, Skillsoft/Skillport, MyAccountingLab, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Capital Budgeting and Managerial Decisions

**Activity Type:** Read Chapter 25 of your MP Fundamental Accounting textbook.

**Description:** Read Chapter 25, “Capital Budgeting and Managerial Decisions”.

**Activity 2 Title:** Interactive Quizzes – Chapter 25

**URL**

**Description:** Complete the textbook online Quiz A and Quiz B for Chapter 25 at the URL listed below to test your understanding of the basic accounting concepts .

[http://highered.mcgraw-hill.com/sties/0072512431/student\\_view0/chapter25/interactive\\_quiz\\_a.htm](http://highered.mcgraw-hill.com/sties/0072512431/student_view0/chapter25/interactive_quiz_a.htm)  
[http://highered.mcgraw-hill.com/sites/0072512431/student\\_view0/chapter25/interactive\\_quiz\\_\\_b.html](http://highered.mcgraw-hill.com/sites/0072512431/student_view0/chapter25/interactive_quiz__b.html)

**Activity 3 Title:** Interactive Flashcards – Chapter 25

**URL**

**Description:** Review the online flashcards for Chapter 25 at the URL listed below to review your understanding of the basic accounting concepts.

[http://highered.mcgraw-hill.com/sites/0072512431/student\\_view0/chapter17flashcards.html#](http://highered.mcgraw-hill.com/sites/0072512431/student_view0/chapter17flashcards.html#)

**Activity 4 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

FIN0152 – Basics of Budgeting

FIN0242 – Managerial Decisions and Capital Budgeting

**Activity 5 Title:** Business Core Learning Community

**Activity Type:** Discussion in Business Core Learning Community

**Description:** Visit the Business Core Learning Community and look for the discuss thread labeled: “Accounting: Why study accounting?” Post a response to the thread.

Here are some questions you might want to address in your response:

What is the purpose of accounting in society?

Why must we study and understand accounting when technology is increasingly used to process accounting data?

What types of questions can business owners and managers answer by looking at accounting information?

Post your initial thoughts, and read and respond to the ideas presented by other students. Interacting with other students is an excellent way to help you clarify your own understanding of these concepts.

Link to Business Core Learning Community:

[http://community.wgu.edu/clearspacex/community/business\\_and\\_technical\\_knowledge\\_learning\\_community](http://community.wgu.edu/clearspacex/community/business_and_technical_knowledge_learning_community)

**Congratulations! You have successfully completed the Accounting section of the BLO1 Course of Study.**

## **WEEK 3**

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### **Subject 1: Marketing I**

**Subject Description:** These activities for Week 5 will introduce you to the concepts associated with marketing.

**Background Information:** Marketing encompasses a wide range of activities all centered around making sure a company meets the needs of their customers and receives the appropriate value in return. Each element of the marketing mix can be used to influence consumers as they move through the buying process. There are many internal and external factors that impact an organization's marketing strategy. Marketing decisions and strategies are affected by the global environment, ethics, customers and other stakeholders, productivity, technology and other factors. Simply stated, marketing is everything a company does to get their product or service into the hands of their customers.

**Competency Title:** Marketing

**Numerical Code:** n/a

**Competency Description:** The graduate can explain general principles of marketing.

#### **Topic 1 Title: Strategic Planning and the Marketing Process**

**Objectives:** When you have completed the marketing section, you should be able to:

- Recognize ways that each element of the marketing mix can be used to influence consumers as they move through the buying decision process.
- Explain how marketing decisions and strategies are affected by the following perspectives: global relationship, ethics, customer value, productivity, technology and entrepreneurship.
- Create a marketing project that blends the marketing mix elements (product, price, promotion/communication and place/distribution) into a cohesive marketing program.
- Evaluate the environment of an organization and determine how internal and external environmental factors impact the marketing strategies of the organization.
- Evaluate an organization's product mix and develop an appropriate market segmentation strategy.
- Demonstrate an understanding of an organization's marketing strategy in terms of connectivity between marketing mix variables and target markets.

- Analyze the marketing effort of a real company by performing the following: market share analysis, sales analysis, expense to sales analysis, financial analysis, etc.
- Describe the procedures a company follows to (a) create and market a new product and (b) extend the life of an existing product.
- Describe the factors to be considered and the options available to a company desiring to expand into new domestic and international markets.
- Describe product mix management strategies that take into account the product life cycle.
- Describe the various options in distribution channel design, for example, direct versus indirect channels, single versus multiple channels, advantages and limitations of each, etc.
- Explain the factors that lead to conflict between distribution channel members, and describe techniques/practices to minimize the conflict.

**Instruction:** Marketing strategies play a crucial role in any business. In this section, think about the various ways in which marketing strategies are used, and how they work together to contribute to the profitability of an organization.

Your study of strategic planning and the marketing process includes resources from your textbook, Skillsoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Strategic Planning and the Marketing Process

**Activity Type:** Read Chapter 2 and the Appendix: Creating an Effective Marketing Plan in your Contemporary Marketing textbook.

**Description:** Read Chapter 2, “Strategic Planning and the Marketing Process”, and “Appendix: Creating an Effective Marketing Plan”.

**Activity 2 Title:** Interactive Review – Chapter 2

**URL**

**Description:** Take the interactive quiz and review the marketing flashcards on the text book website at: [http://websites.swlearning.com/cgi-wadsworth/course\\_products\\_wp.pl?fid=M2obl&flag=instructor&product\\_isbn\\_issn=9780324536386&disciplinenummer=415](http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M2obl&flag=instructor&product_isbn_issn=9780324536386&disciplinenummer=415)

**Activity 3 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

MKGT0201 – Elements of Marketing Strategy

## **Topic 2 Title: The Marketing Environment, Ethics, and Social Responsibility**

**Objectives:** When you have completed this section, you should be able to:

- Explain how marketing decisions and strategies are affected by the following perspectives: global relationship, ethics, customer value, productivity, technology and entrepreneurship.

- Evaluate the environment of an organization and determine how internal and external environmental factors impact the marketing strategies of the organization.

**Instruction:** Understanding the marketing environment and ethical/social responsibility considerations plays a crucial role in any business. In this section think about how those factors contribute to the profitability of an organization.

Your study of the marketing environment, ethics, and social responsibility includes resources from your textbook, Skillsoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** The Marketing Environment, Ethics and Social Responsibility

**Activity Type:** Read Chapter 3 of your Contemporary Marketing textbook.

**Description:** Read Chapter 3, “The Marketing Environment, Ethics, and Social Responsibility”.

**Activity 2 Title:** Interactive Quiz – Chapter 3

**URL**

**Description:** Complete the interactive online quiz and flashcards for Chapter 3 at the URL listed below to test your understanding of the marketing environment concepts.

[http://websites.swlearning.com/cgi-wadsworth/course\\_products\\_wp.pl?fid=M20bl&flag=instructor&product\\_isbn\\_issn=9780324536386&disciplinenum=415](http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M20bl&flag=instructor&product_isbn_issn=9780324536386&disciplinenum=415)

**Activity 3 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

STGY0212 – Developing Target Market Strategy

**Activity 4 Title:** Market Share

**URL:**

**Description:** Review the following web site on market share. What is market share and how is it determined?

<http://www.quickbma.com/marketing/market-share/>

### **Topic 3 Title: Global Marketing**

**Objectives:** When you have completed this section, you should be able to:

- Describe the factors to be considered and the options available to a company desiring to expand into new domestic and international markets.

**Instruction:** Understanding global marketing plays a crucial role in any business. In this section think about how global marketing contributes to the profitability of an organization.

Your study of global marketing includes resources from your textbook, Skillsoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they

provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Global Marketing

**Activity Type:** Read Chapter 7 of your Contemporary Marketing textbook.

**Description:** Read Chapter 7, “Global Marketing”.

**Activity 2 Title:** Interactive Quiz – Chapter 7

**URL**

**Description:** Complete the online interactive quiz and flashcards for Chapter 7 at the URL listed below to test your understanding of time value of money concepts .

[http://websites.swlearning.com/cgi-wadsworth/course\\_products\\_wp.pl?fid=M2obl&flag=instructor&product\\_isbn\\_issn=9780324536386&disciplinenum=415](http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M2obl&flag=instructor&product_isbn_issn=9780324536386&disciplinenum=415)

**Activity 3 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

MKT0241 – Introduction to Product Management

MKT0242 – Developing a New-product Strategy

MKT0243 – Pricing and Profitability for Product Managers

## WEEK 4

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### Subject 1: Marketing II

**Subject Description:** These activities for Week 6 will conclude your work with the concepts associated with marketing.

**Background Information:** Marketing encompasses a wide range of activities all centered around making sure a company meets the needs of their customers and receives the appropriate value in return. Each element of the marketing mix can be used to influence consumers as they move through the buying process. There are many internal and external factors that impact an organization’s marketing strategy. Marketing decisions and strategies are affected by the global environment, ethics, customers and other stakeholders, productivity, technology and other factors. Simply stated, marketing is everything a company does to get their product or service into the hands of their customers.

**Competency Title:** Marketing

**Numerical Code:** n/a

**Competency Description:** The graduate can explain general principles of marketing.

**Topic 1 Title:** **Market Segmentation, Targeting and Positioning**

**Objectives:** When you have completed this section, you should be able to:

- Evaluate an organization's product mix and develop an appropriate market segmentation strategy.
- Demonstrate an understanding of an organization's marketing strategy in terms of connectivity between marketing mix variables and target markets.
- Analyze the marketing effort of a real company by performing the following: market share analysis, sales analysis, expense to sales analysis, financial analysis, etc.
- Describe the procedures a company follows to (a) create and market a new product and (b) extend the life of an existing product.

**Instruction:** Marketing segmentation, targeting and positioning play a crucial role in any business. In this section, think about the various ways in which marketing segmentation is used, and how it works together with market targeting and positioning to contribute to the profitability of an organization.

Your study of strategic planning and the marketing process includes resources from your textbook, Skillsoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Market Segmentation, Targeting and Positioning

**Activity Type:** Read Chapter 9 in your Contemporary Marketing textbook.

**Description:** Read Chapter 9, “Market Segmentation, Targeting and Positioning

**Activity 2 Title:** Interactive Review – Chapter 9

**URL**

**Description:** Take the interactive quiz and review the marketing flashcards on the text book website at: [http://websites.swlearning.com/cgi-wadsworth/course\\_products\\_wp.pl?fid=M2obl&flag=instructor&product\\_isbn\\_issn=9780324536386&disciplinenummer=415](http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M2obl&flag=instructor&product_isbn_issn=9780324536386&disciplinenummer=415)

**Activity 3 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

MKT0204 – Writing a Marketing Plan: Phase 1

MKT0205 – Writing a Marketing Plan: Creative Strategy

**Activity 4 Title:** Market Segmentation

**URL:**

**Description:** Review the following web site on market share. What is market share and how is it determined?

<http://www.businessplans.org/Segment.html>

## **Topic 2 Title: Marketing Channels and Supply Chain Management**

**Objectives:** When you have completed this section, you should be able to:

- Describe the various options in distribution channel design, for example, direct versus indirect channels, single versus multiple channels, advantages and limitations of each, etc.
- Explain the factors that lead to conflict between distribution channel members, and describe techniques/practices to minimize the conflict.

**Instruction:** Understanding the marketing channels and supply chain management considerations plays a crucial role in any business. In this section think about how those factors contribute to the profitability of an organization.

Your study of the marketing environment, ethics, and social responsibility includes resources from your textbook, Skillsoft/Skillport, the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Marketing Channels and Supply Chain Management

**Activity Type:** Read Chapter 13 of your Contemporary Marketing textbook.

**Description:** Read Chapter 13, “Marketing Channels and Supply Chain Management”.

**Activity 2 Title:** Interactive Quiz – Chapter 13

**URL**

**Description:** Complete the interactive online quiz and flashcards for Chapter 3 at the URL listed below to test your understanding of the marketing environment concepts .

[http://websites.swlearning.com/cgi-wadsworth/course\\_products\\_wp.pl?fid=M20bl&flag=instructor&product\\_isbn\\_issn=9780324536386&disciplinenum=415](http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M20bl&flag=instructor&product_isbn_issn=9780324536386&disciplinenum=415)

**Activity 3 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

MKGT0202 – Analyzing the Market

**Activity 4 Title:** Marketing Strategies

**URL:**

**Description:** Review the following web site on market share. What is market share and how is it determined?

<http://www.davedolak.co/mstrat.htm>

## **Topic 3 Title: Integrated Marketing Communications**

**Objectives:** When you have completed this section, you should be able to:

- Describe the types of effective communication utilized in the marketing process.

**Instruction:** Understanding marketing communications plays a crucial role in any business. In this section think about how marketing communications contributes to the profitability of an organization.

Your study of marketing communications includes resources from your textbook, Skillsoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Integrated Marketing Communication

**Activity Type:** Read Chapter 15 of your Contemporary Marketing textbook.

**Description:** Read Chapter 15, “Integrated Marketing Communications”.

**Activity 2 Title:** Interactive Quiz – Chapter 15

**URL**

**Description:** Complete the online interactive quiz and flashcards for Chapter 15 at the URL listed below to test your understanding of time value of money concepts .

[http://websites.swlearning.com/cgi-wadsworth/course\\_products\\_wp.pl?fid=M20bl&flag=instructor&product\\_isbn\\_issn=9780324536386&disciplinenum=415](http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M20bl&flag=instructor&product_isbn_issn=9780324536386&disciplinenum=415)

**Activity 3 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

MKT0211 – Introduction to Brand Management

MKT0212 – Building Brand Equity

STGY0354 – Managing from a Global Viewpoint

**Activity 4 Title:** Integrated Brand Communications and Market Research

**URL:**

**Description:** Review the following web site on market share. What is market share and how is it determined?

[http://www.ourfishbowl.com/images/book/WP\\_BrandValMgmt.pdf](http://www.ourfishbowl.com/images/book/WP_BrandValMgmt.pdf)

[http://en.wikipedia.org/wiki/Market\\_research](http://en.wikipedia.org/wiki/Market_research)

**Activity 5 Title:** Business Core Learning Community

**Activity Type:** Discussion in Business Core Learning Community

**Description:** Imagine that you were to start your own business. No matter what type you started, you would have to answer the following three questions in some form or another:

1. What long-term investments should you take on? That is, what lines of business will you be in and what sorts of buildings, machinery, and equipment will you need?
2. Where will you get the long-term financing to pay for your investment? Will you bring in other owners or will you borrow the money?



3. How will you manage your everyday financial activities such as collecting from customers and paying suppliers?

Visit the Business Core Learning Community and look for the discuss thread labeled: “Finance: Starting a Business”. Post your initial thoughts, and read and respond to the ideas presented by other students. Interacting with other students is an excellent way to help you clarify your own understanding of these concepts.

Link to Business Core Learning Community:

[http://community.wgu.edu/clearspacex/community/business\\_and\\_technical\\_knowledge\\_learning\\_community](http://community.wgu.edu/clearspacex/community/business_and_technical_knowledge_learning_community)

**Activity 6 Title:** Business Core Learning Community

**Activity Type:** Discussion in Business Core Learning Community

**Description:** Visit the Business Core Learning Community and look for the discuss thread labeled: “Marketing: The Marketing Environment” Here are some questions you might want to address in your response to this thread:

1. Why is environmental scanning an important activity for marketers?
2. What are three questions marketers must ask before deciding on a competitive strategy?
3. Why should marketers monitor the technological environment?

Post your initial thoughts, and read and respond to the ideas presented by other students. Interacting with other students is an excellent way to help you clarify your own understanding of these concepts.

Link to Business Core Learning Community:

[http://community.wgu.edu/clearspacex/community/business\\_and\\_technical\\_knowledge\\_learning\\_community](http://community.wgu.edu/clearspacex/community/business_and_technical_knowledge_learning_community)

**Activity 7 Title:** Review Questions

**Activity Type:** Review Additional Learning Resource

**Description:** Now that you have completed your studies for the Marketing section of the BLO1 exam, it is important to see if you can apply your knowledge by answering the Marketing study questions. Log on to your AAP and under additional LR’s for BLO1, click on the BLO1 study questions (the link is <https://web5.wgu.edu/aap/content/BLO1%20Study%20Questions.pdf>.) Answer the Marketing Study Questions. Use your text book and other resources if necessary.

**Congratulations! You now have completed the Marketing section of the BLO1 Course of Study.**

## WEEK 5

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### Subject 1: Management I

**Subject Description:** These activities for Week 7 will introduce you to the concepts associated with management.

**Background Information:** Management: is this an art or a science? Most say it's both. It is the *art* of making people more effective and the *science* of figuring out exactly how to do that. Although the definition of management varies, all management definitions include some form of planning, organizing, directing, and monitoring. Managers take on administrative roles such as directing the work of others, communication roles such as delivering presentations and preparing written documents, and interpersonal roles such as building relationships and resolving conflicts. Many factors can affect a manager's ability to motivate their employees and many tools are available to help them accomplish their goals.

Management is the act of getting people together to accomplish desired goals. Management comprises planning, organizing, resourcing, leading or directing, and controlling an organization for the purpose of accomplishing a goal. Many resources are utilized in management including: human resources, financial resources, technological resources, and natural resources.

**Competency Title:** Management

**Numerical Code:** n/a

**Competency Description:** The graduate can explain general principles of management.

#### **Topic 1 Title: The External Environment and Organizational Culture**

**Objectives:** When you have completed this Management section, you should be able to:

- Identify and apply the administrative role of management including: monitoring, coordinating and directing others; establishing short- and long-range plans and designing a feedback system to monitor progress towards goal achievement; project management and coordination; recruiting, hiring and evaluating personnel; assigning, delegating and empowering others; and managing ethically.
- Identify and apply the communication role of management including: speaking effectively; fostering open dialog; listening and applying feedback techniques; delivering presentations; and preparing written communication.
- Identify and apply the interpersonal role of management including: building relationships; facilitating work groups and processes; valuing diversity; employing negotiation skills; and applying conflict and anger resolution.
- Identify and apply the motivation role of management including: setting and explaining high standards of performance; coaching and mentoring; showing and developing commitment; recognizing individual contributions and celebrating team accomplishments; and encouraging team processes.
- Identify factors that influence a manager's ability to motivate subordinates.
- Identify and apply the organizational design role of management including: understanding alternative forms of organizational structure; identifying uses of financial and quantitative data; using technology; and fostering of organizational development.

- Identify and apply the organizational strategy role of management including: managing for profitability; employing a commitment to quality; focusing on customer/stakeholder needs; promoting corporate citizenship; and recognizing global implications.

- Identify and apply the creative and reflective role of management including: thinking critically, creatively and strategically; using sound and ethical judgment; applying systemic thinking and its role in executive decision making; and generating organizational innovation (e.g., fostering creative and lateral thinking, brainstorming and facilitating the nominal group technique).
- Compare and contrast performance-related management concepts such as results orientation, peak performance, management by objective, continuous improvement and total quality management.
- Identify ways in which organizations are inherently contradictory systems (e.g., competing values framework).
- Distinguish between planned and unplanned change, explain how people react differently to these, and describe acceptance/resistance to change and its impacts on the organization.
- Compare and contrast sources of power, the use of power and the exercise of authority in organizations.
- Compare and contrast the management of employees in business organizations, volunteers in a nonprofit organization, and civil servants in a government agency.
- Define the issues related to conflict resolution and working with labor organizations.
- Discuss the interrelatedness of internal and external environmental analysis, strategic management, and proactive versus reactive management (e.g. using S.W.O.T analysis to influence planning and decision-making to capitalize on opportunities and develop proactive strategies).
- Compare and contrast various tools to assist managers as they perform the planning function (e.g. forecasting, GANTT charts, PERT charts, etc).
- Conduct marketing research and report conclusions that address the issues of customer needs/wants, market share, market demand, appropriate application of the elements of the marketing mix, differentiation, product positioning, etc.

**Instruction:** Management strategies play a crucial role in any business. In this section, think about the various ways in which the external environment and organizational culture

impact management and organizations, and how they might work together in a positive way to contribute to the profitability of an organization.

Your study of the external environment and organizational culture includes resources from your textbook, Skillsoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** External Environment and Organizational Culture

**Activity Type:** Read Chapter 2 in your Management textbook.

**Description:** Read Chapter 2, “The External Environment and Organizational Culture”.

**Activity 2 Title:** Interactive Review – Chapter 2

**URL**

**Description:** Take the interactive quiz and review the management flashcards on the text book website at:

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter2/multiple_choice_quiz.html)

[hill.com/sites/007292330x/student\\_viewo/chapter2/multiple\\_choice\\_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter2/multiple_choice_quiz.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter2/true_or_false.html)

[hill.com/sites/007292330x/student\\_viewo/chapter2/true\\_or\\_false.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter2/true_or_false.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter2/matching_quiz.html)

[hill.com/sites/007292330x/student\\_viewo/chapter2/matching\\_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter2/matching_quiz.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter2/flashcards.html)

[hill.com/sites/007292330x/student\\_viewo/chapter2/flashcards.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter2/flashcards.html)

**Activity 3 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

MGMT0181 – Beginning the Changing Process

MGMT0182 – Managing Through gthe Change

MGMT0292 Attracting, Motivating and Retaining Technical Professionals

**Activity 4 Title:** Task vs. Person Preference

**URL:**

**Description:** Review the following web site on market share. What is market share and how is it determined?

[http://changingminds.org/explanations/power/preferences/task\\_person.htm](http://changingminds.org/explanations/power/preferences/task_person.htm)

## **Topic 2 Title: Managerial Decision Making**

**Objectives:** When you have completed this section, you should be able to:

- Describe effective management decision-making processes.

**Instruction:** Managerial decision making plays a crucial role in any business. In this section think about how managerial decisions can affect the profitability of an organization, both positively and negatively.

Your study of managerial decision making includes resources from your textbook, Skillsoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Managerial Decision Making

**Activity Type:** Read Chapter 3 of your Management textbook.

**Description:** Read Chapter 3, “Managerial Decision Making”.

**Activity 2 Title:** Interactive Review – Chapter 3

**URL**

**Description:** Take the interactive quiz and review the management flashcards on the text book website at:

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter3/multiple_choice_quiz.html)

[hill.com/sites/007292330x/student\\_viewo/chapter3/multiple\\_choice\\_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter3/multiple_choice_quiz.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter3/true_or_false.html)

[hill.com/sites/007292330x/student\\_viewo/chapter3/true\\_or\\_false.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter3/true_or_false.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter3/matching_quiz.html)

[hill.com/sites/007292330x/student\\_viewo/chapter3/matching\\_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter3/matching_quiz.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter3/flashcards.html)

[hill.com/sites/007292330x/student\\_viewo/chapter3/flashcards.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter3/flashcards.html)

**Activity 3 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

OPERO164 – History of Organizational Improvement and the Foundatios of Six Sigma

OPERO141 – Six Sigma: Reducing Variation to Improve Qulaity

**Activity 4 Title:** Three Dimensions of Power

**URL:**

**Description:** Review the following web site on market share. What is market share and how is it determined?

[http://changingminds.org/explanations/power/three\\_dimensions\\_of\\_power.htm](http://changingminds.org/explanations/power/three_dimensions_of_power.htm)

### **Topic 3 Title: Planning and Strategic Management**

**Objectives:** When you have completed this section, you should be able to:

- Describe the process of planning?
- Explain strategic management and how it is used?

**Instruction:** Understanding effective planning and strategic management plays a crucial role in any business. In this section think about how effective strategic planning and management contributes to the profitability of an organization.

Your study of planning and strategic management includes resources from your textbook, Skillsoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Planning and Strategic Management

**Activity Type:** Read Chapter 4 of your Management textbook.

**Description:** Read Chapter 4, “Planning and Strategic Management”.

**Activity 2 Title:** Interactive Quiz – Chapter 4

**URL**

**Description:** Complete the online interactive quiz and flashcards for Chapter 4 at the URL listed below to test your understanding of time value of money concepts .

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter4/multiple_choice_quiz.html)

[hill.com/sites/007292330x/student\\_viewo/chapter4/multiple\\_choice\\_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter4/multiple_choice_quiz.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter4/true_or_false.html)

[hill.com/sites/007292330x/student\\_viewo/chapter4/true\\_or\\_false.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter4/true_or_false.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter4/matching_quiz.html)

[hill.com/sites/007292330x/student\\_viewo/chapter4/matching\\_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter4/matching_quiz.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter4/flashcards.html)

[hill.com/sites/007292330x/student\\_viewo/chapter4/flashcards.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter4/flashcards.html)

**Activity 3 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

STGY0222 – Strategic Decision Making

STGY-301 – Strategic Management - Planning

## **Topic 4 Title: Organizational Agility**

**Objectives:** When you have completed this section, you should be able to:

- Describe the concepts of organizational agility
- Explain why organizational agility is an important characteristic for an organization

**Instruction:** Understanding what makes an organization agile plays a crucial role in any business. In this section think about organizational agility contributes to the profitability of an organization.

Your study of organizational agility includes resources from your textbook, Skillsoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Organizational Agility

**Activity Type:** Read Chapter 9 of your Management textbook.

**Description:** Read Chapter 4, “Organizational Agility”.

**Activity 2 Title:** Interactive Quiz – Chapter 9

**URL**

**Description:** Complete the online interactive quiz and flashcards for Chapter 9 at the URL listed below to test your understanding of time value of money concepts.

<http://highered.mcgraw->

Multiple Choice:

<http://highered.mcgraw->

hill.com/sites/007292330x/student\_viewo/chapter9/multiple\_choice\_quiz.html

True/False:

<http://highered.mcgraw->

hill.com/sites/007292330x/student\_viewo/chapter9/true\_or\_false.html

Matching:

<http://highered.mcgraw->

hill.com/sites/007292330x/student\_viewo/chapter9/matching\_quiz.html

Flashcards:

<http://highered.mcgraw->

hill.com/sites/007292330x/student\_viewo/chapter9/flashcards.html

**Activity 3 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

HRO244 – Employee Relations

MGMT0285 – Mindsets, Emotions and Coaching

STGY0303 – Strategic Management – Corporate Implementation

## WEEK 6

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### Subject 1: Management II

**Subject Description:** These activities for Week 6 will conclude your work with the concepts associated with management.

**Background Information:** Management: is this an art or a science? Most say it’s both. It is the *art* of making people more effective and the *science* of figuring out exactly how to do that. Although the definition of management varies, all management definitions include some form of planning, organizing, directing, and monitoring. Managers take on administrative roles such as directing the work of others, communication roles such as delivering presentations and preparing written documents, and interpersonal roles such as building relationships and resolving conflicts. Many factors can affect a manager’s ability to motivate their employees and many tools are available to help them accomplish their goals.

Management is the act of getting people together to accomplish desired goals. Management comprises planning, organizing, resourcing, leading or directing, and controlling an organization for the purpose of accomplishing a goal. Many resources are utilized in management including: human resources, financial resources, technological resources, and natural resources.

**Competency Title:** Management

**Numerical Code:** n/a

**Competency Description:** The graduate can explain general principles of management.

**Topic 1 Title: Managing the Diverse Workforce**

**Objectives:** When you have completed this section, you should be able to:

- Explain how to manage a diverse workforce
- Describe the characteristics of good diversity management

**Instruction:** Today, diversity in the workplace plays a crucial role in most businesses. In this section, think about the various ways in which diversity in the workplace can impact management and organizations, and how diversity might work in a positive way to contribute to the profitability of an organization.

Your study of the diversity in the workplace includes resources from your textbook, Skillsoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Managing the Diverse Workforce

**Activity Type:** Read Chapter 11 in your Management textbook.

**Description:** Read Chapter 11, “Managing the Diverse Workforce”.

**Activity 2 Title:** Interactive Review – Chapter 11

**URL**

**Description:** Take the interactive quiz and review the management flashcards on the text book website at:

[http://highered.mcgraw-hill.com/sites/007292330x/student\\_view0/chapter11/multiple\\_choice\\_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter11/multiple_choice_quiz.html)

[http://highered.mcgraw-hill.com/sites/007292330x/student\\_view0/chapter11/true\\_or\\_false.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter11/true_or_false.html)

[http://highered.mcgraw-hill.com/sites/007292330x/student\\_view0/chapter11/matching\\_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter11/matching_quiz.html)

[http://highered.mcgraw-hill.com/sites/007292330x/student\\_view0/chapter11/flashcards.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter11/flashcards.html)



**Activity 3 Title:** Skillssoft/Skillport Modules

**Activity Type:** Review of Skillssoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

MGMT0001 – Becoming a Manager

MGMT0003 – Lead and Communicate Effectively as a New Manager

MGMT0164 – Dealing with Problem Performance

## **Topic 2 Title: Leadership**

**Objectives:** When you have completed this section, you should be able to:

- Describe basic leadership styles
- Explain the role of effective leadership in an organization
- Identify key characteristics of effective leaders

**Instruction:** Leadership in the organization plays a crucial role in the effectiveness of that organization. In this section think about how leadership can affect the profitability of an organization, both positively and negatively.

Your study of leadership includes resources from your textbook, Skillssoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Leadership

**Activity Type:** Read Chapter 12 of your Management textbook.

**Description:** Read Chapter 12, “Leadership”.

**Activity 2 Title:** Interactive Review – Chapter 12

**URL**

**Description:** Take the interactive quiz and review the management flashcards on the text book website at:

[http://highered.mcgraw-hill.com/sites/007292330x/student\\_view0/chapter12/multiple\\_choice\\_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter12/multiple_choice_quiz.html)

[http://highered.mcgraw-hill.com/sites/007292330x/student\\_view0/chapter12/true\\_or\\_false.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter12/true_or_false.html)

[http://highered.mcgraw-hill.com/sites/007292330x/student\\_view0/chapter12/matching\\_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter12/matching_quiz.html)

[http://highered.mcgraw-hill.com/sites/007292330x/student\\_view0/chapter12/flashcards.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter12/flashcards.html)

**Activity 3 Title:** Skillssoft/Skillport Modules

**Activity Type:** Review of Skillssoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

LEAD0123 – Energizing and Empowering Employees

LEAD0124 – Leadership and the Knowledge Worker  
LEAD0125 – Leading Change from the Front Line

**Activity 4 Title:** Hershey and Blanchard's Situational Leadership

**URL:**

**Description:** Review the following web site on market share. What is market share and how is it determined?

[http://changingminds.org/disciplines/leadership/styles/situational\\_leadership\\_hershey\\_blanchard.htm](http://changingminds.org/disciplines/leadership/styles/situational_leadership_hershey_blanchard.htm)

### **Topic 3 Title: Teamwork**

**Objectives:** When you have completed this section, you should be able to:

- Explain the role of teams in an organization
- Describe the characteristics of effective teams
- Identify the factors of effective team management

**Instruction:** Understanding effective teamwork plays a crucial role in any business. In this section think about how effective teamwork contributes to the profitability of an organization.

Your study of planning and strategic management includes resources from your textbook, Skillsoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Teamwork

**Activity Type:** Read Chapter 14 of your Management textbook.

**Description:** Read Chapter 14, "Teamwork".

**Activity 2 Title:** Interactive Quiz – Chapter 14

**URL**

**Description:** Complete the online interactive quiz and flashcards for Chapter 4 at the URL listed below to test your understanding of time value of money concepts .

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter14/multiple_choice_quiz.html)

[hill.com/sites/007292330x/student\\_view0/chapter14/multiple\\_choice\\_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter14/multiple_choice_quiz.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter14/true_or_false.html)

[hill.com/sites/007292330x/student\\_view0/chapter14/true\\_or\\_false.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter14/true_or_false.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter14/matching_quiz.html)

[hill.com/sites/007292330x/student\\_view0/chapter14/matching\\_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter14/matching_quiz.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter14/flashcards.html)

[hill.com/sites/007292330x/student\\_view0/chapter14/flashcards.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter14/flashcards.html)

**Activity 3 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

LEAD0147 – Leading Through Change

## Topic 4 Title: **Communicating**

**Objectives:** When you have completed this section, you should be able to:

- Describe effective communication techniques
- Explain the various styles of communication in an organization

**Instruction:** Communication plays a crucial role in any business. In this section think about communication contributes to the profitability of an organization.

Your study of communication includes resources from your textbook, Skillsoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Communication

**Activity Type:** Read Chapter 15 of your Management textbook.

**Description:** Read Chapter 15, “Communication”.

**Activity 2 Title:** Interactive Quiz – Chapter 15

**URL**

**Description:** Complete the online interactive quiz and flashcards for Chapter 15 at the URL listed below to test your understanding of time value of money concepts .

<http://highered.mcgraw->

Multiple Choice:

<http://highered.mcgraw->

[hill.com/sites/007292330x/student\\_viewo/chapter15/multiple\\_choice\\_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter15/multiple_choice_quiz.html)

True/False:

<http://highered.mcgraw->

[hill.com/sites/007292330x/student\\_viewo/chapter15/true\\_or\\_false.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter15/true_or_false.html)

Matching:

<http://highered.mcgraw->

[hill.com/sites/007292330x/student\\_viewo/chapter15/matching\\_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter15/matching_quiz.html)

Flashcards:

<http://highered.mcgraw->

[hill.com/sites/007292330x/student\\_viewo/chapter15/flashcards.html](http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter15/flashcards.html)

**Activity 3 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

ADA0102 – Overview to Effective Business Communication

MGMT0003 – Lead and Communicate Effectively as a Manager

COMM0001 – The Process of Interpersonal Communication

**Activity 4 Title:** Business Core Learning Community

**Activity Type:** Discussion in Business Core Learning Community

**Description:** Visit the Business Core Learning Community and look for the discuss thread labeled: “Management: The External Environment”. Here are some questions you might want to address in your response to this thread:

1. What do you think are the most important forces in the macro-environment facing companies today?
2. What are the main differences between the macro-environment and the competitive environment?
3. What examples have you seen recently of an organization’s responding effectively to its environment?

Post your initial thoughts, and read and respond to the ideas presented by other students. Interacting with other students is an excellent way to help you clarify your own understanding of these concepts.

Link to Business Core Learning Community:

[http://community.wgu.edu/clearspacex/community/business\\_and\\_technical\\_knowledge\\_learning\\_community](http://community.wgu.edu/clearspacex/community/business_and_technical_knowledge_learning_community)

**Activity 5 Title:** Business Core Learning Community

**Activity Type:** Review Additional Learning Resource

**Description:** Yahoo! Inc. is a leading global Internet communications, commerce, and media company. The firm offers a comprehensive branded network of services to more than 345 million individual each month, all over the world. Yahoo! was the first online navigational guide to the web, and leads today in terms of traffic, advertising, household, and business user research. Yahoo! Is also the number one Internet brand in the world.

Inspect the company’s website (<http://www.yahoo.com/>) and consider its current strategy as you perceive it from the information presented. What elements of planning and strategic management are incorporated today in this company’s general management approach? What choices has the company made for corporate strategy? How has the company achieved competitive advantage?

Visit the Business Core Learning Community and post a response. Look for the discussion thread labeled: Management: Yahoo! Post your initial thoughts, and read and respond to the ideas presented by other students

Link to Business Core Learning Community:

[http://community.wgu.edu/clearspacex/community/business\\_and\\_technical\\_knowledge\\_learning\\_community](http://community.wgu.edu/clearspacex/community/business_and_technical_knowledge_learning_community)

**Activity 6 Title:** Review Questions

**Activity Type:** Review Additional Learning Resource

**Description:** Now that you have completed your studies for the Management section of the BLO1 exam, it is important to see if you can apply your knowledge by answering the Management study questions. Log on to your AAP and under additional LR’s for BLO1, click on the BLO1 study questions (the link is

<https://web5.wgu.edu/aap/content/BLO1%20Study%20Questions.pdf>.) Answer the Management Study Questions. Use your text book and other resources if necessary.

**Congratulations! You now have completed the Management section of the BLO1 Course of Study.**

## **WEEK 7**

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### **Subject 1: Information Technology I**

**Subject Description:** These activities for Week 9 will introduce you to the concepts associated with Information Technology.

**Background Information:** The Internet has caused an explosion of electronically traded goods and services. E-commerce is a term used to describe the buying and selling of products and services over the Internet or computer networks. Information technology is used in financial and management reporting, e-commerce, data sharing, electronic data interchange, supply chain and other areas. Many technology-assisted tools for decision making are available to help organizations develop and maintain a competitive advantage in their industry.

A number of new and emerging technologies promise to change how companies innovate, make decisions, lower costs, recruit talent, and realize new business opportunities. Utilizing new technology requires a good understanding of its real business implications and management's commitment to change.

**Competency Title:** Information Technology

**Numerical Code:** n/a

**Competency Description:** The graduate can explain general principles of management.

#### **Topic 1 Title: Foundations, Data Management and Telecommunications**

**Objectives:** When you have completed this Information Technology section, you should be able to:

- Compare and contrast uses of information technology such as financial and management reporting, e-commerce, data sharing between and within organizations, electronic data interchange (EDI), knowledge databases, supply chain management, and re-engineering.
- Describe and explain the role of information personnel in an organizational structure and how they support the overall organization.
- Demonstrate ability to communicate the scope and outcome requirements for a specific project/need (e.g., system development cycle, physical database design, stakeholders and decision makers) to a system analyst. This may include participation in the development of an information systems plan.
- Appropriately use technology-assisted tools for decision making (e.g., transaction processing systems, management information systems, decision support systems and executive information systems).
- Compare and contrast the strategic risks and opportunities of existing and emerging technologies in developing and maintaining a competitive position.
- Recognize and explain issues related to intellectual property rights, privacy and security of technology in the workplace.

**Instruction:** Today, information systems are key components in most businesses. In this section, think about the various ways in which information systems can impact management and organizations, and how they might work in a positive way to contribute to the profitability of an organization.

Your study of the information systems includes resources from your textbook, Skillsoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Foundations of Information Systems in Business

**Activity Type:** Read Chapter 1 in your Introduction to Information Systems textbook.

**Description:** Read Chapter 1, “Foundations of Information Systems in Business”.

**Activity 2 Title:** Data Resource Management

**Activity Type:** Read Chapter 5 in your Introduction to Information Systems textbook.

**Description:** Read Chapter 5, “Data Resource Management”.

**Activity 3 Title:** Telecommunications and Networks

**Activity Type:** Read Chapter 6 in your Introduction to Information Systems textbook.

**Description:** Read Chapter 6, “Telecommunications and Networks”.

**Activity 4 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

PROJ0513 – Introduction to Project Processes and Groups and Initiating a Project

PROJ0514 – Project Planning

IND0212 – Information Technology (IT) Industry Overview: Version 1

STGY0221 – Setting the Stage for IT Success

STGY022 – Strategic Decision Making

STGY0223 – IT Challenges: Present and Future

**Activity 5 Title:** Textbook Website Review

**URL**

**Description:** Review the Powerpoint slides and take the interactive quizzes on the companion website. Go to: [http://highered.mcgraw-hill.com/sites/0073402923/student\\_view0/index.html](http://highered.mcgraw-hill.com/sites/0073402923/student_view0/index.html)

**Activity 6 Title:** Website Review

**URL:**

**Description:** Review the following web sites:

Executive Information System:

[http://en.wikipedia.org/wiki/Executive\\_information\\_systemes](http://en.wikipedia.org/wiki/Executive_information_systemes)

Decision Support Systems

<http://www.informationbuilders.com/decision-support-systems-dss.html>

Data Modeling 101:

<http://www.agiledata.org/essays/dataModeling101.html>

## WEEK 8

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### Subject 1: Information Technology II

**Subject Description:** These activities for Week 10 will your work with the concepts associated with Information Technology.

**Background Information:** The Internet has caused an explosion of electronically traded goods and services. E-commerce is a term used to describe the buying and selling of products and services over the Internet or computer networks. Information technology is used in financial and management reporting, e-commerce, data sharing, electronic data interchange, supply chain and other areas. Many technology-assisted tools for decision making are available to help organizations develop and maintain a competitive advantage in their industry.

A number of new and emerging technologies promise to change how companies innovate, make decisions, lower costs, recruit talent, and realize new business opportunities. Utilizing new technology requires a good understanding of its real business implications and management's commitment to change.

**Competency Title:** Management

**Numerical Code:** n/a

**Competency Description:** The graduate can explain general principles of management.

**Topic 1 Title:** Information Technology I

**Objectives:** When you have completed this section, you should be able to:

- Compare and contrast uses of information technology such as financial and management reporting, e-commerce, data sharing between and within organizations, electronic data interchange (EDI), knowledge databases, supply chain management, and re-engineering.
- Describe and explain the role of information personnel in an organizational structure and how they support the overall organization.
- Demonstrate ability to communicate the scope and outcome requirements for a specific project/need (e.g., system development cycle, physical database design, stakeholders and decision makers) to a system analyst. This may include participation in the development of an information systems plan.
- Appropriately use technology-assisted tools for decision making (e.g., transaction processing systems, management information systems, decision support systems and executive information systems).
- Compare and contrast the strategic risks and opportunities of existing and emerging technologies in developing and maintaining a competitive position.
- Recognize and explain issues related to intellectual property rights, privacy and security of technology in the workplace.

**Instruction:** Today, information systems are key components in most businesses. In this section, think about the various ways in which information systems can impact management and organizations, and how they might work in a positive way to contribute to the profitability of an organization.

Your study of the information systems includes resources from your textbook, Skillsoft/Skillport, and the Business Core Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the BLO1 exam.

**Activity 1 Title:** Decision Support Systems

**Activity Type:** Read Chapter 9 in your Introduction to Information Systems textbook.

**Description:** Read Chapter 9, “Decision Support Systems”.

**Activity 2 Title:** Developing Business/IGT Solutions

**Activity Type:** Read Chapter 10 in your Introduction to Information Systems textbook.

**Description:** Read Chapter 10, “Developing Business/IT Solutions”.

**Activity 3 Title:** Skillsoft/Skillport Modules

**Activity Type:** Review of Skillsoft Modules

**Description:** Complete the following SkillSoft Modules. Review their associated SkillBriefs and Job Aids:

31917\_eng - SQL Server 2000 Transactions and Distributed Data

80761\_eng – Database Data Management

KNOW0101 – The Art of Knowledge Management

KNOW0102 – Knowledge as Capital

KNOW0103 – Putting Knowledge to Work

CUST0186 – ITIL:Financial and Security Management

LAW0105 – Intellectxual Property and Proprietary Rights

**Activity 4 Title:** Textbook Website Review

**URL**

**Description:** Review the Powerpoint slides and take the interactive quizzes on the companion website. Go to: [http://highered.mcgraw-hill.com/sites/0073402923/student\\_view0/index.html](http://highered.mcgraw-hill.com/sites/0073402923/student_view0/index.html)



**Activity 5 Title:** Website Review

**URL:**

**Description:** Review the following web sites:

Transaction Processing:

[http://en.wikipedia.org/wiki/Transaction\\_processing](http://en.wikipedia.org/wiki/Transaction_processing)

System Development Life Cycle:

<http://www.gates.comm.virginia.edu/rrn2n/teaching/sdlc.htm>

Operations Research:

[http://en.wikipedia.org/wiki/Operations\\_research](http://en.wikipedia.org/wiki/Operations_research)

Knowledge Management System:

[http://en.wikipedia.org/wiki?Knowledge\\_Management\\_System](http://en.wikipedia.org/wiki?Knowledge_Management_System)

Email Security Issues:

[http://searchsecurity.techtarget.com/tip/1.289483.sid14\\_gci769076.00.html](http://searchsecurity.techtarget.com/tip/1.289483.sid14_gci769076.00.html)

Electronic Data Interchange

[http://en.wikipedia.org/wiki/Electronic\\_Data\\_ainterchange](http://en.wikipedia.org/wiki/Electronic_Data_ainterchange)

Trade Secrets

[http://en.wikipedia.org/wiki?Trade\\_secret](http://en.wikipedia.org/wiki?Trade_secret)

**Activity 6 Title:** Business Core Learning Community

**Activity Type:** Discussion in Business Core Learning Community

**Description:** Visit the Business Core Learning Community and look for the discuss thread labeled: “Information Technology: Competitive Advantage.” How can information technology support a company’s business processes and decision making and give it a competitive advantage?

Post your initial thoughts, and read and respond to the ideas presented by other students. Interacting with other students is an excellent way to help you clarify your own understanding of these concepts.

Link to Business Core Learning Community:

[http://community.wgu.edu/clearspacex/community/business\\_and\\_technical\\_knowledge\\_learning\\_community](http://community.wgu.edu/clearspacex/community/business_and_technical_knowledge_learning_community)

**Activity 7 Title:** Review Questions

**Activity Type:** Review Additional Learning Resource

**Description:** Now that you have completed your studies for the Information Technology section of the BLO1 exam, it is important to see if you can apply your knowledge by answering the Information Technology study questions. Log on to your AAP and under additional LR’s for BLO1, click on the BLO1 study questions (the link is <https://web5.wgu.edu/aap/content/BLO1%20Study%20Questions.pdf>.) Answer the Information Technology Study Questions. Use your text book and other resources if necessary.

**Congratulations! You now have completed the Information Technology section of the BLO1 Course of Study.**

## **Week 9**

### **Subject 1: Economics I**

**Subject Description:** The activities for Week 2 will introduce you to the concepts associated with Economics.

### **Background Information**

The term “economics” refers to both microeconomics and macroeconomics. Microeconomics is the study of how households and firms make decisions and interact in the marketplace. The concepts used in microeconomics include marginal analysis, supply & demand, costs, market structure and market competition.

### ***Competency 964.1.6: Microeconomics***

The student understands concepts associated with microeconomics.

#### **Topic 1 Title: Concepts of Microeconomics**

**Objectives:** When you have completed Week 2, you will be able to answer the following questions:

- How rational and irrational decisions by consumers affect firms?
- What is the different between cost and price?
- How do changes in price and quantity affect the supply and demand model?
- What forces can shift supply and demand curves?
- What is a disequilibrium price and how does the market change change as a result of the disequilibrium price?
- How are price controls used?
- How are prices and income elasticity coefficients calculated?
- What is cross elasticity and why is it important?
- How can the elasticity concept be applied to production and pricing decisions in firms?
- How is income elasticity calculated?

**Instruction:** Microeconomics is the study of how households and firms make decisions and interact in the marketplace. The concepts used in microeconomics include marginal analysis, supply & demand, market structure and market competition.

Your study of microeconomics includes resources from your textbooks, CMBA sample questions, CMBA frequently asked questions, the CMBA scoring guide, website, and the certified MBA Learning Community. Be sure to utilize each of these resources as they provide a broad range of viewpoints on the topics you will need to master in order to pass the ABC3 assessment.

### **Activity 1: Chapter 1 in Thinkwell Online Economics Course**

**Description:** Read Chapter 1 Introduction to Economic Thinking on the Thinkwell Economic Online website at

<http://www.thinkwell.com/loginAndRegister/loginOrRegisterPage.cfm>.

Complete the exercises for Chapter 1. After completing this chapter, you should be able to answer the following questions.

What is economics all about?

What are demand and supply and how do they work?

How do we calculate the different types of costs?

How do market structures affect outcomes of the market?

When can we use break-even analysis and cost-volume profit analysis?

**Connecting Terms:** When learning terms it is often helpful to connect the terms to concepts. Think about the key terms addressed in Thinkwell's Chapter 1. Prepare a set of review/flash cards, one for each term, and identify the term, its definition, and a short statement of how that term relates to the concept of economics.

### **Activity 2 : Understanding Demand and Supply**

**Description:** Read Chapter 3, Demand, Supply and Market Equilibrium in the Economics textbook.

After reading the chapter you should be able to answer the following:

How do the forces of supply and demand establish the prices and quantities observed in markets for goods and services?

What does utility theory state?

How do you derive a demand curve?

What causes changes in the quantity demanded and shifts in demand?

What causes changes in the quantity supplied and shifts in supply?

How do we use demand and supply curves to determine surpluses and shortages?

**Connecting Terms:** When learning terms it is often helpful to connect the terms to concepts. Think about the key terms listed in Chapter 3. Prepare a set of review/flash cards, one for each term, and identify the term, its definition, and a short statement of how that term relates to the concepts of demand and supply.

### **Activity 3: Understanding Elasticity**

**Description:** Read Chapter 6, Elasticity, Consumer Surplus, and Producer Surplus in the Economics textbook

After reading the chapter you should be able to answer the following:

What is price elasticity of demand?

How can price elasticity of demand be applied?

How can price elasticity of supply be applied?

What is cross elasticity of demand and income elasticity of demand?

**Connecting Terms:** When learning terms it is often helpful to connect the terms to concepts. Think about the Terms and Concepts listed in at the end of Chapter 6. Prepare a set of review/flash cards, one for each term, and identify the term, its

definition, and a short statement of how that term relates to the concept of a competitive market.

**Check Your Understanding of Competitive Markets:**

Apply price elasticity of demand to a situation.

Give an example of price elasticity and how it is applied.

Identify the differences between cross elasticity of demand and income elasticity of demand.

**Activity 4: Review Concepts and Terms for Chapters 3 and 6**

**Description:** Review margin definitions. Take interactive quizzes and final exams at the website listed below:

[http://highered.mcgraw-hill.com/sites/0073375691/student\\_view0/index.html](http://highered.mcgraw-hill.com/sites/0073375691/student_view0/index.html)

and choose Chapter 3 and Chapter 6 from the drop down menu on the left side of the page.

**Activity 5 : Access the Thinkwell Economics online course**

**Activity Type:** URL

**Description:** Review concepts and terms in the Thinkwell Economics online course related to the Week 2 materials

**Connecting Terms:** When learning terms it is often helpful to connect the terms to concepts. Think about the key terms listed in this section. Prepare a set of review/flash cards, one for each term, and identify the term, its definition, and a short statement of how that term relates to the concepts in the Thinkwell Economics course related to the Week 2 materials.

**NEXT STEPS:**

At this point you need to prepare for and pass the BLO1 objective exam. Read the BLO1 frequently asked questions and take the BLO1 pre-assessment (PABT). Record your pre-assessment scores in the Score Evaluation Tool (located on the additional LRs tab on your AAP under BLO1). Use this BLO1 Course of Study, the BLO1 study questions, and the Business Core Learning Community to help you prepare for this exam.

Make sure that you attend all of the relevant chat sessions and participate in the discussion boards in the Business Core Learning Community. If you have any questions about specific topics, contact the community leader to discuss those topics.

Link to Score Evaluation Tool:

<https://web5.wgu.edu/aap/content/BLO1%20Score%20Evaluation%20Tool.pdf> Link to BLO1

Frequently Asked Questions:  
<https://web5.wgu.edu/aap/content/BLO1%20faqs.pdf>

## **Feedback**

If you wish to provide feedback on this Course of Study, please contact Gary Gentry at [ggentry@wgu.edu](mailto:ggentry@wgu.edu).