

Business and Technical Knowledge: BTO1 Course of Study

Associated Assessments: TABT

Description: This course of study outlines the sequence of learning activities to help you demonstrate competence in the subject area of Business and Technology (BTO1). 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 Business and Technical Knowledge Course of Study! The exam covers a variety of upper division business concepts including: Accounting, Finance, Marketing, Management, Information Technology, International, and Quantitative Analysis. 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 BTO1 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

- Anderson, D.R., Sweeny, D.J. & Williams, T.A. (2006) *Quantitative Methods for Business* (10th ed.); South-Western, ISBN 9780324312652
- Bateman, T., & Snell, S. (2009). *Management: Leading & Collaborating in the Competitive World* (8th ed.). New York, NY: McGraw-Hill Publishing. ISBN-13:9780073381428. (Note: the 7th edition – ISBN:9780072923308 may be used as well.)
- Boone, Louis E. and Kurtz, David L. (2008). *Contemporary Marketing* (13th ed.). Thomson South-Western Publishing. ISBN-13:9780324536386
- Horngren, C.T. & Harrison, W. T. (2007). *Accounting (8th ed) Upper Saddle River, New Jersey: Pearson Prentice Hall*. ISBN: 0132439603. (This text is available at no cost as an e-textbook in MyAccountingLab. (Some students prefer a printed text so the necessary ordering information is provided.)
- O'Brien, J.A. and Markas, G. (2007). *Introduction to Information Systems* (14th ed.). New York: McGraw-Hill Irwin ISBN:9780077240585
- Ross, Stephen A., Westerfield, Randolph W., & Jordan, Bradford D. (2008). *Fundamentals of Corporate Finance* (8th ed.). New York, NY: Irwin McGraw-Hill. ISBN: 007353062x
- Skillsoft/Skillport Library
- MyAccountingLab
- Business Core Learning Community

LET'S BEGIN

WEEK 1

Subject 1: Preparing for Success

Subject Description: In order to successfully complete BTO1, 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 BTO1 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:

- Anderson, D.R., Sweeny, D.J. & Williams, T.A. (2006) *Quantitative Methods for Business* (10th ed.); South-Western, ISBN 9780324312652
- Bateman, T., & Snell, S. (2009). *Management: Leading & Collaborating in the Competitive World* (8th ed.). New York, NY: McGraw-Hill Publishing. ISBN-13:9780073381428. (Note: the 7th edition – ISBN:9780072923308 may be used as well.
- Boone, Louis E. and Kurtz, David L. (2008). *Contemporary Marketing* (13th ed.). Thomson South-Western Publishing. ISBN-13:9780324536386
- Horngren, C.T. & Harrison, W. T. (2007). *Accounting (7th ed) Upper Saddle River, New Jersey: Pearson Prentice Hall*. ISBN: 0132439603. (This text is available at no cost as an e-textbook in MyAccountingLab. (Some students prefer a printed text so the necessary ordering information is provided.)
- O'Brien, J.A. and Markas, G. (2007). *Introduction to Information Systems* (14th ed.). New York: McGraw-Hill Irwin ISBN:9780077240585
- Ross, Stephen A., Westerfield, Randolph W., & Jordan, Bradford D. (2006). *Fundamentals of Corporate Finance* (7th ed.). New York, NY: Irwin McGraw-Hill. ISBN: 978007299159-8

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 BTO1.

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 BTO1 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 BTO1 FAQs

Description: Review the BTO1 Frequently Asked Questions at the following link to get an overview of some of the more common questions prior to beginning study on the BTO1:

<https://web5.wgu.edu/aap/content/bto1%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, Skillssoft/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 BTO1 exam.

Activity 1 Title: Accounting and the Business Environment

Activity Type: Read Chapter 1 of your Horngren *Accounting* eText in MyAccountingLab. Access the eText link in any chapter of MyAccountingLab and enter page 2 in the page number field in the top menu bar.

Description: Read Chapter 1, "Accounting and the Business Environment".

Activity 2 Title: Interactive Quizzes – Chapter 1

URL Description: Complete the textbook Multiple Choice and True or False online quizzes for Chapter 1 at the URL listed below to test your understanding of the basic accounting concepts.

http://wps.prenhall.com/bp_horngren_accounting_7/55/14222/3640937.cw/index.html

Activity 3 Title: Student Powerpoints – Chapter 1

URL

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

http://wps.prenhall.com/bp_horngren_accounting_7/55/14222/3640937.cw/index.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:

FIN0121 – Accounting Fundamentals

FIN0254 – Understanding Financial Statements

WEEK 2

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 BTO1 exam.

Activity 1 Title: Cash and Internal Controls

Activity Type: Read Chapter 8 of your Horngren *Accounting* eText in MyAccountingLab. Access the eText link in any chapter of MyAccountingLab and enter page 406 in the page number field in the top menu bar.

Description: Read Chapter 8, "Internal Control and Cash".

Activity 2 Title: Interactive Quizzes – Chapter 8

URL

Description: Complete the textbook Multiple Choice and True or False online quizzes for Chapter 8 at the URL listed below to test your understanding of the basic accounting concepts.

http://wps.prenhall.com/bp_horngren_accounting_7/55/14222/3640965.cw/index.html

Activity 3 Title: Student Powerpoints – Chapter 8

URL

Description: Review the Powerpoints for Chapter 8 at the URL listed below. Click on Student Powerpoints from the menu on the left side of the screen and follow the instructions to download the presentation.

http://wps.prenhall.com/bp_horngren_accounting_7/55/14222/3640965.cw/index.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:

fin_01_a03_bs_enus Management of 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

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 BTO1 exam.

Activity 1 Title: Analysis of Financial Statements

Activity Type: Read Chapter 17 of your Horngren *Accounting* eText in MyAccountingLab.

Description: Read Chapter 17, “Financial Statement Analysis”. Access the eText link in any chapter of MyAccountingLab and enter page 846 in the page number field in the top menu bar.

Activity 2 Title: Interactive Quizzes – Chapter 17

URL

Description: Complete the textbook Multiple Choice and True or False online quizzes for Chapter 17 at the URL listed below to test your understanding of Financial Statement Analysis concepts.

http://wps.prenhall.com/bp_horngren_accounting_7/55/14222/3641001.cw/index.html

Activity 3 Title: Student Powerpoints – Chapter 17

URL

Description: Review the Powerpoints for Chapter 17 at the URL listed below. Click on Student Powerpoints from the menu on the left side of the screen and follow the instructions to download the presentation.

http://wps.prenhall.com/bp_horngren_accounting_7/55/14222/3641001.cw/index.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 BTO1 exam.

Activity 1 Title: Capital Budgeting and Managerial Decisions

Activity Type: Read Chapter 25 of your Horngren *Accounting* eText in MyAccountingLab.

Description: Read Chapter 25, “Special Decisions and Capital Budgeting”. Access the eText link in any chapter of MyAccountingLab and enter page 1250 in the page number field in the top menu bar.

Activity 2 Title: Interactive Quizzes – Chapter 25

URL

Description: Complete the textbook online Multiple Choice and True or False online quizzes for Chapter 25 at the URL listed below to test your understanding of the Capital Budgeting concepts.

http://wps.prenhall.com/bp_horngren_accounting_7/55/14222/3641033.cw/index.html

Activity 3 Title: Student Powerpoints – Chapter 25

URL

Description: Review the Powerpoints for Chapter 25 at the URL listed below. Click on Student Powerpoints from the menu on the left side of the screen and follow the instructions to download the presentation.

http://wps.prenhall.com/bp_horngren_accounting_7/55/14222/3641033.cw/index.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:

FINo242 – 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

Congratulations! You have successfully completed the Accounting section of the BTO1 Course of Study.

WEEK 3

Subject 1: Finance I

Subject Description: These activities for Week 3 will introduce you to the concepts associated with finance.

Background Information: All businesses must consider what long-term investments to take on, how to obtain long-term financing to pay for their investments and how they will manage the everyday financial activities such as collecting money from customers and paying suppliers. Corporate finance helps companies answer those types of questions.

Competency Title: Finance

Numerical Code: n/a

Competency Description: The graduate can describe general principles of finance.

Topic 1 Title: Corporate Finance

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

- Explain the three main areas of concern of finance including: Capital budgeting, capital structure, and working capital management
- Describe the goal of financial management in a for-profit business
- Explain conflict agency problems and how they might be controlled and reduced.
- Discuss how financial markets function as both primary and secondary markets.

Instruction: Corporate finance plays a crucial role in any business. In this section, think about the various aspects of corporate finance and how they work together to contribute to the profitability of an organization.

Your study of corporate finance 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 BTO1 exam.

Activity 1 Title: Introduction to Corporate Finance

Activity Type: Read Chapter 1 of your Fundamentals of Corporate Finance textbook.

Description: Read Chapter 1, "Introduction to Corporate Finance".

Activity 2 Title: Interactive Quizzes – Chapter 1

URL

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

http://highered.mcgraw-hill.com/sites/007353062x/student_view0/chapter1/self_test_quiz.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 corporate finance concepts.

http://highered.mcgraw-hill.com/sites/007353062x/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:

FIN0211 – Introduction to Advanced Finance

Activity 5 Title: Beta

URL:

Description: Review the following web site on Beta. How is Beta calculated?

<http://www.investopedia.com/terms/b/beta.asp>

Topic 2 Title: Financial Statements, Taxes, and Cash Flow

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

- Explain the difference between book values on an accounting balance sheet and market values
- Describe how net income is computed on the income statement
- Explain the difference between marginal and average tax rates
- Explain cash flow and various sources of cash

Instruction: Analysis of financial statements, taxes and cash flow plays a crucial role in any business. In this section think about areas and how each contributes to the profitability of an organization.

Your study of financial statements, taxes and cash flow 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 BTO1 exam.

Activity 1 Title: Financial Statements, Taxes and Cash Flow

Activity Type: Read Chapter 2 of your Fundamentals of Corporate Finance textbook.

Description: Read Chapter 2, “Financial Statements, Taxes and Cash Flow”.

Activity 2 Title: Interactive Quizzes – Chapter 2

URL Description: Complete the textbook online Quiz for Chapter 2 at the URL listed below to test your understanding of the basic Financial Statements, Taxes, and Cash Flow concepts.

http://highered.mcgraw-hill.com/sites/007353062x/student_view0/chapter2/self_test_quiz.html

Activity 3 Title: Interactive Flashcards – Chapter 2

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/007353062x/student_view0/chapter2/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:

fin_01_a03_bs_enus Management of Cash Flows

Activity 5 Title: Capital Asset Pricing Model (CAPM)

URL:

Description: Review the following web site on Capital Asset Pricing Model (CAPM). What relationship does the CAPM describe?

<http://www.investopedia.com/terms/c/capm.asp>

WEEK 4

Subject 1: Finance II

Subject Description: These activities for Week 4 will conclude your work with the concepts associated with finance.

Background Information: All businesses must consider what long-term investments to take on, how to obtain long-term financing to pay for their investments and how they will manage the everyday financial activities such as collecting money from customers and paying suppliers. Corporate finance helps companies answer those types of questions.

Competency Title: Finance

Numerical Code: n/a

Competency Description: The graduate can describe general principles of finance.

Topic 1 Title: Working With Financial Statements

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

- Illustrate how to standardize and use financial statements
- Describe ratio analysis

Instruction: Using financial statements plays a crucial role in any business. In this section, think about the various ways in which financial statements are used, and how they work together to contribute to the profitability of an organization.

Your study of working with financial statements 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 BTO1 exam.

Activity 1 Title: Working With Financial Statements

Activity Type: Read Chapter 3 of your Fundamentals of Corporate Finance textbook.

Description: Read Chapter 3, “Working with Financial Statements”.

Activity 2 Title: Interactive Quiz – Chapter 3

URL

Description: Complete the textbook online Quiz for Chapter 3 at the URL listed below to test your understanding of working with financial statements.

http://highered.mcgraw-hill.com/sites/007353062x/student_view0/chapter3/self_test_quiz.html

Activity 3 Title: Interactive Flashcards – Chapter 3

URL

Description: Review the online flashcards for Chapter 3 at the URL listed below to review your understanding working with financial statements.

http://highered.mcgraw-hill.com/sites/007353062x/student_view0/chapter3/flashcards.html

Activity 4 Title: Ratio Analysis

URL:

Description: Review the following web site on ratio analysis. What is ratio analysis and how is it calculated and used?

<http://www.investopedia.com/university/ratios/>

Topic 2 Title: Introduction to Valuation: The Time Value of Money

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

- Explain the time value of money

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

Your study of time value of money 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 BTO1 exam.

Activity 1 Title: Time Value of Money

Activity Type: Read Chapter 5 of your Fundamentals of Corporate Finance textbook.

Description: Read Chapter 5, “Introduction to Valuation: The Time Value of Money”.

Activity 2 Title: Interactive Quiz – Chapter 5

URL

Description: Complete the textbook online Quiz for Chapter 5 at the URL listed below to test your understanding of time value of money concepts.

http://highered.mcgraw-hill.com/sites/007353062x/student_view0/chapter5/self_test_quiz.html

Activity 3 Title: Interactive Flashcards – Chapter 5

URL

Description: Review the online flashcards for Chapter 5 at the URL listed below to review your understanding of time value of money concepts.

http://highered.mcgraw-hill.com/sites/007353062x/student_view0/chapter5/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:

FIN0214 – Managing Working Capital

Topic 3 Title: Return, Risk, and the Security Market Line

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

- Explain how to establish benchmarks for comparison purposes

Instruction: Understanding the Return, Risk, and the Security Market Line plays a crucial role in any business. In this section think about how the Return, Risk, and the Security Market Line contributes to the profitability of an organization.

Your study of Return, Risk, and the Security Market Line 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 BTO1 exam.

Activity 1 Title: Return, Risk, and the Security Market Line

Activity Type: Read Chapter 13 of your Fundamentals of Corporate Finance textbook.

Description: Read Chapter 13, “Return, Risk, and the Security Market Line”.

Activity 2 Title: Interactive Quiz – Chapter 13

URL

Description: Complete the textbook online Quiz for Chapter 13 at the URL listed below to test your understanding of Risk and Return concepts.

http://highered.mcgraw-hill.com/sites/007353062x/student_view0/chapter13/self_test_quiz.html

Activity 3 Title: Interactive Flashcards – Chapter 13

URL

Description: Review the online flashcards for Chapter 13 at the URL listed below to review your understanding of Risk and Return concepts.

http://highered.mcgraw-hill.com/sites/007353062x/student_view0/chapter13/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:

FIN0216 – Financial Risk Management

PD0241 - Risk Basics

Activity 5 Title: Short Term Sources of Finance

URL:

Description: Review the following web site on short term sources of finance. What are general sources of short term financing?

<http://www.investopedia.com/university/ratios/>

Activity 6 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

Activity 7 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: “Finance: What is Corporate Finance?” Here are some questions you might want to address in your response to this thread:

1. What are the three main areas of concern for corporate finance?
2. What is the goal of financial management in a for-profit business?
3. Why is the corporate form of organization superior to other forms when raising money and transferring ownership interests?

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

Congratulations! You have now successfully completed the Finance section of the BTO1 Course of Study.

WEEK 5

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 BTO1 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 for Chapter 2 at:

http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M20bI&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:

MKT0201 – 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 BTO1 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=M20bI&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.quickmba.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 BTO1 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 global marketing concepts .

http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M20bI&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 6

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 BTO1 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 for Chapter 9 at:

http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M20bI&flag=instructor&product_isbn_isbn=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:

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 verses indirect channels, single verses 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 BTO1 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 13 at the URL listed below to test your understanding of the marketing channels and supply chain management concepts .

http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M20bI&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 BTO1 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 integrated marketing communications.

http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M20bI&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://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:

4. 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?
5. 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?
6. 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

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

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 BTO1 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 BTO1, click on the BTO1 study questions (the link is

<https://web5.wgu.edu/aap/content/BTO1%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 BTO1 Course of Study.

WEEK 7

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 BTO1 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-hill.com/sites/007292330x/student_view0/chapter2/matching_quiz.html
http://highered.mcgraw-hill.com/sites/007292330x/student_view0/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:

MGMT0292 Attracting, Motivating and Retaining Technical Professionals

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 BTO1 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-hill.com/sites/007292330x/student_view0/chapter3/multiple_choice_quiz.html

http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter3/true_or_false.html

http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter3/matching_quiz.html

http://highered.mcgraw-hill.com/sites/007292330x/student_view0/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 Foundations of Six Sigma

OPERO141 – Six Sigma: Reducing Variation to Improve Quality

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

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 BTO1 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_view0/chapter4/multiple_choice_quiz.html)

[hill.com/sites/007292330x/student_view0/chapter4/multiple_choice_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter4/multiple_choice_quiz.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter4/true_or_false.html)

[hill.com/sites/007292330x/student_view0/chapter4/true_or_false.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter4/true_or_false.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter4/matching_quiz.html)

[hill.com/sites/007292330x/student_view0/chapter4/matching_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter4/matching_quiz.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter4/flashcards.html)

[hill.com/sites/007292330x/student_view0/chapter4/flashcards.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/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

STGY0301 – 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 BTO1 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](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](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](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](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:

WEEK 8

Subject 1: Management II

Subject Description: These activities for Week 8 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 BTO1 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-](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter11/multiple_choice_quiz.html)

[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-](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter11/true_or_false.html)

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

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

[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:

mgmt_03_a02_bs_enus – Taking on a Management Role

mgmt_03_a03_bs_enus – Lead and Communicate Effectively as a New Manager

mgmt_03_a02_bs_enus Becoming a Manager: Responsibilities and Fears

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 BTO1 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-](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter12/multiple_choice_quiz.html)

[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-](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter12/true_or_false.html)

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

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

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

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

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 BTO1 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:

lead_05_a07_bs_enus – Leadership Essentials: Leading 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 BTO1 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-](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter15/multiple_choice_quiz.html)

[Multiple Choice:](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter15/multiple_choice_quiz.html)

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter15/multiple_choice_quiz.html)

[hill.com/sites/007292330x/student_view0/chapter15/multiple_choice_quiz.html](http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter15/multiple_choice_quiz.html)

True/False:

http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter15/true_or_false.html

Matching:

http://highered.mcgraw-hill.com/sites/007292330x/student_view0/chapter15/matching_quiz.html

Flashcards:

http://highered.mcgraw-hill.com/sites/007292330x/student_view0/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:

ADM0102 – Overview to Effective Business Communication
comm_02_a05_bs_enus – Leadership Communication Skills
comm_02_a01_bs_enus – Interpersonal Communications: The Process

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

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

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 BTO1 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 BTO1, click on the BTO1 study questions (the link is <https://web5.wgu.edu/aap/content/BTO1%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 BTO1 Course of Study.

WEEK 9

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 BTO1 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:

PROJ0521 – Initiating a Project and Preparing the Project Plan

PROJ0514 – Project Planning

indo_02_a11_bs_enus – Industry Overview: Information Technology
STGY0221 – Setting the Stage for IT Success
STGY0222 – 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

Activity 6 Title: Website Review

URL:

Description: Review the following web sites:

Executive Information System:

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 10

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 BTO1 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 – Intellectual 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_viewo/index.html

Activity 5 Title: Website Review

URL:

Description: Review the following web sites:

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

Knowledge Management System:

http://en.wikipedia.org/wiki?Knowledge_Management_System

Email Security Issues:

http://searchsecurity.techtarget.com/tip/1.289483.sid14_gci769076.oo.html

Electronic Data Interchange

http://en.wikipedia.org/wiki/Electronic_Data_ainterchange

Trade Secrets

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

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 BTO1 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 BTO1, click on the BTO1 study questions (the link is

<https://web5.wgu.edu/aap/content/BTO1%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 BTO1 Course of Study.

WEEK 11

Subject 1: International Business

Subject Description: These activities for Week 11 will introduce you to the concepts associated with International Business.

Background Information: Global outsourcing has been a hotly debated issue in recent years as U.S. companies face competition for talent from many countries across the globe. India is a big draw for talent and Canada and Australia have recently changed their policies to favor immigrants with university degrees and business expertise. Programs sponsored by Singapore, Israel, and Ireland are also luring entrepreneurial expatriates back from the U.S. International licensing, foreign direct investment, transportation and communication costs, the exchange rate, cultural issues and environmental issues all impact global operations.

Any firm that engages in international trade or investment or has operations of interests in several countries is participating in International Business. As the global economy is becoming more and more integrated, the global environment is having more of an impact on all businesses at some level.

Competency Title: International Business

Numerical Code: n/a

Competency Description: The graduate can explain general principles of international business.

Topic 1 Title: International Management

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

- Describe current patterns and trends of international business activity including: levels and trends in trade; international licensing and foreign direct investment; multinational and global corporate scale and scope; and the declining costs of transportation and communications.
- Compare and contrast global marketing issues such as choosing and adapting products, product branding, competitive advantage and value chain.
- Identify and explain the benefits and risks of global outsourcing.
- Identify the different types of governmental systems such as democracies, communist states, monarchies, etc., and recognize the impact that different types of governmental systems have on the business environment in those countries.
- Identify and describe issues related to management of human resources in global companies.
- Identify and describe issues related to labor organizations in global companies.
- Describe common strategies for managing exchange rate risk.
- Explain the importance of environmental issues in international business.
- Identify and describe issues related to living and conducting business in different cultures.

Instruction: The ability to manage on an international level plays a crucial role for many businesses. In this section, think about the issues faced in the global marketplace.

Your study of international 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 BTO1 exam.

Activity 1 Title: International Management

Activity Type: Read Chapter 6 of your Management textbook.

Description: Read Chapter 6, “International Management”.

Activity 2 Title: Interactive Quizzes – Chapter 6

URL

Description: Complete the online interactive quiz and flashcards for Chapter 6 at the URL listed below to test your understanding of international management concepts .

Multiple Choice:

http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter6/multiple_choice_quiz.html

True/False:

http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter6/true_or_false.html

Matching:

http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter6/matching_quiz.html

Flashcards:

http://highered.mcgraw-hill.com/sites/007292330x/student_viewo/chapter6/flashcards.html

Activity 3 Title: Website Review

URL:

Description: Review the following web sites.

Introduction to Global Marketing

<http://www.fao.org/docrep/w5973E/w5973e02.htm>

Globalization – Economic Prospects

<http://web.worldbank.org/WBSITE/EXTERNAL/NEWS/0,,contentMDK:22446624~pagePK:34370~piPK:34424~theSitePK:4607,00.html>

Globalization Defined:

<http://en.wikipedia.org/wiki/Globalization>

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:

STGY0352 – Globalization and Your Company

STGY0354 – Managing from a Global Viewpoint

FIN0217 – International Finance

hr_02_a02_bs_enus – Changing the Corporate Culture

Topic 2 Title: International Corporate Finance

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

- Describe current patterns and trends of international business activity including: levels and trends in trade; international licensing and foreign direct investment; multinational and global corporate scale and scope; and the declining costs of transportation and communications.
- Compare and contrast global marketing issues such as choosing and adapting products, product branding, competitive advantage and value chain.
- Identify and explain the benefits and risks of global outsourcing.
- Identify the different types of governmental systems such as democracies, communist states, monarchies, etc., and recognize the impact that different types of governmental systems have on the business environment in those countries.
- Identify and describe issues related to management of human resources in global companies.
- Identify and describe issues related to labor organizations in global companies.
- Describe common strategies for managing exchange rate risk.
- Explain the importance of environmental issues in international business.
- Identify and describe issues related to living and conducting business in different cultures.

Instruction: The ability international corporate finance plays a crucial role for many businesses. In this section, think about the financial issues faced in the global marketplace.

Your study of international corporate finance 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 BTO1 exam.

Activity 1 Title: International Corporate Finance

Activity Type: Read Chapter 22 of your Fundamentals of Corporate Finance textbook.

Description: Read Chapter 22, “International Corporate Finance”.

Activity 2 Title: Interactive Quizzes – Chapter 22

URL

Description: Complete the online interactive quiz and flashcards for Chapter 22 at the URL listed below to test your understanding of international management concepts.

Multiple Choice:

http://highered.mcgraw-hill.com/sites/007353062x/student_view0/chapter22/self_test_quiz.html

Flashcards:

http://highered.mcgraw-hill.com/sites/007353062x/student_view0/chapter22/flashcards.html

Activity 3 Title: Website Review

URL:

Description: Review the following web sites.

The Management of Foreign Exchange Risk

<http://pages.stern.nyu.edu/~igiddy/fxrisk.htm>

What is the WTO?

http://www.wto.org/English/thewto_e/whatis_e.htm

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:

COMM0020 – International Communications Simulation

COMM0021 – The Impact of Culture on Communication

COMM0022 – The Art of Global Communication

Topic 3 Title: *Serving Global Markets*

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

- Describe current patterns and trends of international business activity including: levels and trends in trade; international licensing and foreign direct investment; multinational and global corporate scale and scope; and the declining costs of transportation and communications.
- Compare and contrast global marketing issues such as choosing and adapting products, product branding, competitive advantage and value chain.

- Identify and explain the benefits and risks of global outsourcing.
- Identify the different types of governmental systems such as democracies, communist states, monarchies, etc., and recognize the impact that different types of governmental systems have on the business environment in those countries.
- Identify and describe issues related to management of human resources in global companies.
- Identify and describe issues related to labor organizations in global companies.
- Describe common strategies for managing exchange rate risk.
- Explain the importance of environmental issues in international business.
- Identify and describe issues related to living and conducting business in different cultures.

Instruction: The ability to understand the workings of global markets plays a crucial role for many businesses. In this section, think about the global market issues faced by companies operating internationally.

Your study of global markets 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 BTO1 exam.

Activity 1 Title: Serving Global Markets

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

Description: Read Chapter 7, “Serving Global Markets”.

Activity 2 Title: Website Review

URL:

Description: Review the following web sites.

European Monetary Union: Operating Monetary Policy

<http://www.worldbank.org/fandd/English/0996/articles/070996.htm>

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:

COMM0023 – Improving Your Cross-cultural Communications

COMM002S – Cross-cultural Communications Simulation

Mgmt_02_a01_bs_enus – Managing in a Global Business Environment

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: “International Business: Management Skills” Here are some questions you might want to address in your response to this thread:

1. How do the concepts in this section relate to the accounting and finance section?
2. Consider a business that is global. How would they benefit from what you are learning here?
3. What skills and knowledge do managers need to manage globally
4. How do these skills differ from a manager who solely manages domestic operations?

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

Activity 5 Title: Connecting Terms to Concepts

Activity Type: Case Study

Description: Suppose the rate of inflation in Mexico will run around 3 percent higher than the U.S. inflation rate over the next several years. All other things being the same, what will happen to the Mexican peso versus dollar exchange rate? What relationship are you relying on in answering this question? (hint: see chapter 22 in the Fundamentals of Corporate Finance text). Visit the Business Core Learning Community and look for the discussion thread labeled: International Business: Exchange Rates. Post your initial thought and respond to the postings from your fellow students.

Activity 7 Title: Connecting Terms to Concepts

Activity Type: Case Study

Description: It is important that you understand the relationship between the International Business theories and concepts. Read the Global Capital Market case t: http://highered.mcgraw-hill.com/sites/0073102555/student_view0/global_capital_cmarket.html.

Review the Critical Discussion Questions that follow the case.

Visit the Business Core Learning Community and look for the discussion thread labeled: International Business: Global Capital Market Case. . Post your initial thought and respond to the postings from your fellow students.

Activity 8 Title: Review Questions

Activity Type: Review Additional Learning Resource

Description: Now that you have completed your studies for the Management section of the BTO1 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 BTO1, click on the BTO1 study questions (the link is <https://web5.wgu.edu/aap/content/BTO1%20Study%20Questions.pdf>.) Answer the Management Study Questions. Use your text book and other resources if necessary.

Congratulations! You now have completed the International Business section of the BTO1 Course of Study.

Subject 1: Quantitative Analysis I

Subject Description: These activities for Week 11 will introduce you to the concepts associated with quantitative analysis. Many business and financial analysis techniques are available to help managers understand business issues by using complex mathematical and statistical modeling, measurement and research. By assigning a numerical value to variables and then looking for relationships between variables, quantitative analysts try to replicate reality mathematically. Quantitative analysis can be used to measure employee performance and customer satisfaction, predict world events, and evaluate a company’s financial status. Quantitative analysis, quite simply, is a way to measure things, draw conclusions, and predict future events. Quantitative analysis includes simple ratios such as the calculation of earnings per share, as well as much more complicated analyses such as discounted cash flow and statistical modeling. Quantitative analysis is a powerful tool that used in conjunction with other business methods can help companies evaluate and improve their business.

Organizations use quantitative analysis to aid in their decision making. Quantitative analysis is comprised of many disciplines such as financial analysis, business statistics, econometrics, auditing, production and operations management including services improvement, and marketing research. Quantitative analysis provides companies with the knowledge and skills they need to interpret and use statistical techniques in a variety of business applications.

Competency Title: Quantitative

Numerical Code: n/a

Competency Description: The graduate can explain general principles of quantitative analysis in business.

Topic 1 Title: International Management

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

- Develop hypotheses about the independent impact of market, socioeconomic, governmental, competitor and/or organizational factors on organizational performance, and apply and interpret multiple regression in an appropriate analysis of cross-sectional data.
- Develop hypotheses about the independent impact of market, socioeconomic, governmental, competitor and/or organizational factors on organizational performance, and apply and interpret time series methods in an appropriate analysis of inter-temporal data.
- Calculate financial values involving multi-year data and discounting and weighted averages of functionally interdependent variables (e.g., the cost of capital).
- Recognize the use of scoring rules that involve weight averages of performance data including moving averages and exponential smoothing.
- Explain assumptions, limitations and appropriate use of data drawn from different sources.
- Explain the biases (including motivational biases) inherent in organizational, market and financial data, and illustrate methods for mitigating those biases.

Instruction: The ability to utilize quantitative analysis in business is a crucial for managers. In this section, think about the various ways in which managers can make use of quantitative analysis to affect the profitability of the organization.

Your study of quantitative analysis 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 BTO1 exam.

Activity 1 Title: Introduction

Activity Type: Read the Introduction of your Quantitative Methods textbook.

Description: Read the “Introduction”

Activity 2 Title: Review and Self-Test

Activity Type: Problems Review at end of Chapter

Description: Review the glossary and complete the self tests and even numbered problems at the end of the Introduction. Check your answers in Appendix F at the end of the test.

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:

OPERO192 – Probability and Statistics

OPERO194 – Properties and Applications of Probability Distributions

Activity 4 Title: Website Review

URL:

Description: Review the following web sites.

Nonparametric Statistics:

<http://www.statsoft.com/textbook/stnonpar.html>

Calculating Probabilities:

<http://www.math.duke.edu/education/postcalc/probability/prob3.htm>

Definitions, Uses, Data Types, and Levels of Measurement

<http://www.andrews.edu/~calkins/math/webtexts/stat01.htm>

Buying Power Index (BPI)

http://support.dialog.com/searchaids/dialog/f581_def.shtml#bpi

Introduction to Time Series Analysis

<http://www.itl.nist.gov/div898/handbook/pmc/section4/pmc4.htm>

WEEK 13

Subject 1: Quantitative Analysis II

Subject Description: These activities for Week 11 will introduce you to the concepts associated with quantitative analysis. Many business and financial analysis techniques are available to help managers understand business issues by using complex mathematical and statistical modeling,

measurement and research. By assigning a numerical value to variables and then looking for relationships between variables, quantitative analysts try to replicate reality mathematically. Quantitative analysis can be used to measure employee performance and customer satisfaction, predict world events, and evaluate a company's financial status. Quantitative analysis, quite simply, is a way to measure things, draw conclusions, and predict future events. Quantitative analysis includes simple ratios such as the calculation of earnings per share, as well as much more complicated analyses such as discounted cash flow and statistical modeling. Quantitative analysis is a powerful tool that used in conjunction with other business methods can help companies evaluate and improve their business.

Organizations use quantitative analysis to aid in their decision making. Quantitative analysis is comprised of many disciplines such as financial analysis, business statistics, econometrics, auditing, production and operations management including services improvement, and marketing research. Quantitative analysis provides companies with the knowledge and skills they need to interpret and use statistical techniques in a variety of business applications.

Competency Title: Quantitative

Numerical Code: n/a

Competency Description: The graduate can explain general principles of quantitative analysis in business.

Topic 1 Title: Inventory Models

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

- Develop hypotheses about the independent impact of market, socioeconomic, governmental, competitor and/or organizational factors on organizational performance, and apply and interpret multiple regression in an appropriate analysis of cross-sectional data.
- Develop hypotheses about the independent impact of market, socioeconomic, governmental, competitor and/or organizational factors on organizational performance, and apply and interpret time series methods in an appropriate analysis of inter-temporal data.
- Calculate financial values involving multi-year data and discounting and weighted averages of functionally interdependent variables (e.g., the cost of capital).
- Recognize the use of scoring rules that involve weight averages of performance data including moving averages and exponential smoothing.
- Explain assumptions, limitations and appropriate use of data drawn from different sources.
- Explain the biases (including motivational biases) inherent in organizational, market and financial data, and illustrate methods for mitigating those biases.

Instruction: The ability utilize inventory models plays a crucial role for many businesses. In this section, think about the ways in which managers can use inventory models to enhance business operations.

Your study of inventory models 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 BTO1 exam.

Activity 1 Title: Inventory Models

Activity Type: Read Chapter 13 of your Quantitative Methods textbook.

Description: Read Chapter 13, “Inventory Models”.

Activity 2 Title: Online Simulation

URL

Description: Complete the online simulation for Central Limit Theorem, Regression and Sampling Distribution at the URL listed below:

http://onlinestatbook.com/stat_sim/index.html

Activity 3 Title: Website Review

URL:

Description: Review the following web sites.

Multiple Regression:

<http://www.statsoft.com/textbook/stmulreg.html>

Linear Regression:

http://en.wikipedia.org/wiki/Linear_regression

Central Limit Theorem

<http://www.intutor.com/statistics/CentralLim.html>

Random Sampling Methods:

<http://www.abs.gov.au/Websitedbs/D3310116.NSF/4a255eef008309e441255eef00061e57/116e0f93f17283eb4a2567ac00213517!OpenDocument>

Non-Random Sampling Methods

<http://www.abs.gov.au/Websitedbs/D3310116.NSF/4a255eef008309e441255eef00061e57/a9a3a3d8155170954a2567ac002161a6!OpenDocument>

Probability Sampling

<http://www.socialresearchmethods.net/kb/sampprob.htm>

Activity 4 Title: Quantitative Literacy

Activity Type: Discussion in Business Core Learning Community

Description: Quantitative Literacy is an interesting topic. It relates a lot to the accounting and finance section. As you read through the materials, consider how the financial analysts in your company make use of quantitative analysis techniques.

When the 2000 U.S. Census was approaching, the statisticians in the government were urging the Congress to allow them to sample from the population rather than to try to get information from the entire population in the United States. What are some of the reasons why the statisticians felt they would be better off taking a sample rather than a complete census?

Post your initial thoughts, and read and respond to the ideas presented by other students. Look for the discussion thread labeled: “Quantitative: U.S. Census”. 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

Activity 5 Title: Connecting Terms to Concepts

Activity Type: Review of Terms

Description: Review the key business statistics terms listed at the following website:
<http://owl.english.puordue.edu/owl/resource/672/08/>

Activity 6 Title: Connecting Terms to Concepts

Activity Type: Theories Review

Description: It is important that you understand the relationship between Quantitative Analysis theories and concepts. Review the Elementary Concepts in Statistics questions at:
<http://statsoft.com/textbook/stathome.html>

Once you have formulated your answer, click on the question to see if you are correct. Visit the Business Core Learning Community and look for the discussion thread labeled: “Quantitative: Concepts in Statistics”. Post your initial thought and respond to the postings from your fellow students.

Activity 7 Title: Review Questions

Activity Type: Review Additional Learning Resource

Description: Now that you have completed your studies for the Quantitative Analysis section of the BTO1 exam, it is important to see if you can apply your knowledge by answering the Quantitative Analysis study questions. Log on to your AAP and under additional LR’s for BTO1, click on the BTO1 study questions (the link is <https://web5.wgu.edu/aap/content/BTO1%20Study%20Questions.pdf>.) Answer the Management Study Questions. Use your text book and other resources if necessary.

Activity 8 Title: Additional Help

Activity Type: Review

Description: If you feel you need additional help on the quantitative section read the Powerpoint slides and answer the multiple choice, true/false/ essay and discussion questions for chapters 1, 3, 5, 10, 13 and 19 on the Statistics for Business and Economics website:

http://wps.prenhallcom/bp_newbold_statbuse_6/53/13699/3507189.cw/index.html

Choose the appropriate chapter from the menu at the top of the page and then choose PowerPoint slides from the menu on the left hand side. Think about how the concepts presented in the slides apply to businesses. After reviewing the PowerPoint, take the quizzes.

Congratulations! You now have completed the final section of the BTO1 Course of Study.

NEXT STEPS:

At this point you need to prepare for and pass the BTO1 objective exam. Read the BTO1 frequently asked questions and take the BTO1 pre-assessment (PABT). Record your pre-assessment scores in the Score Evaluation Tool (located on the additional LRs tab on your AAP under BTO1). Use this BTO1 Course of Study, the BTO1 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/BTO1%20Score%20Evaluation%20Tool.pdf> Link to BTO1

Frequently Asked Questions:

<https://web5.wgu.edu/aap/content/bto1%20faqs.pdf>

Feedback

If you wish to provide feedback on this Course of Study, please contact Gary Gentry at ggentry@wgu.edu.