

LEARNING PLAN I I



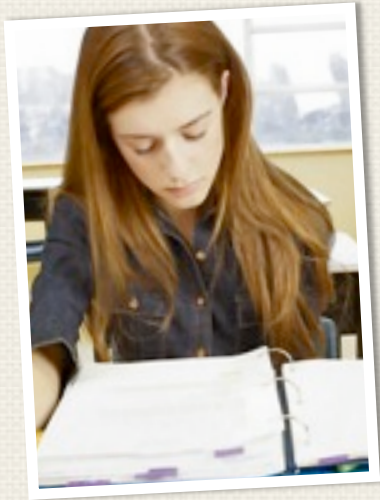
Finance

A company is a collection of assets, but the way those assets work to create value for customers and profit for a company depends on how well they are put to work. A company's business model is its plan of action

for using its assets to create cash flow and profit. However, it takes considerable entrepreneurial and managerial skills to decide how to put assets to their most highly valued use - to maximize company profitability.

Michael Eisner's initial decisions about how to employ Disney's assets were successful, but his subsequent failures show how complex and uncertain financial decision making is.





LEARNING ACTIVITIES

1. READ CHAPTER 15 & 16.

THE FOLLOWING ACTIVITIES ARE COMPLETED ONLINE AT [HTTP://FERRELLM.MCGRAW-HILL.COM/](http://ferrellm.mcgraw-hill.com/)

2. COMPLETE THE DESTINATION CEO VIDEO & QUIZ.

DON'T SUBMIT THE RESULTS TO ME. THIS ACTIVITY IS FOR YOUR SELF-IMPROVEMENT. ACTIVITY IS FOR YOUR SELF-LEARNING.



ASSESSMENT ACTIVITIES

1. PLEASE COMPLETE THE LP11| FINANCE BUSINESS AND MONEY CASE PROJECT. WHEN PREPARING YOUR RESPONSES PLEASE TAKE THE TIME TO FULLY DEVELOP YOUR RESPONSES/THOUGHTS AND PROVIDE SUPPORT MATERIAL WHEN NECESSARY.

2. PLEASE COMPLETE THE LP11| FINANCE THE FUNCTION OF MONEY CASE PROJECT.. WHEN PREPARING YOUR RESPONSES PLEASE TAKE THE TIME TO FULLY DEVELOP YOUR RESPONSES/THOUGHTS AND PROVIDE SUPPORT MATERIAL WHEN NECESSARY.