

LEARNING PLAN I



Finance

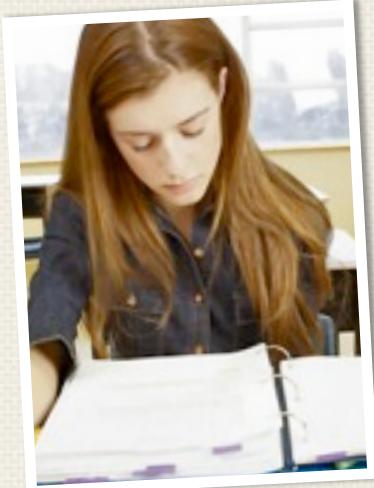
A company is a collection of assets, but the way those assets work to create value for customers and profit for a company depends on how well they are put to work. A company's business model is its plan of action

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.





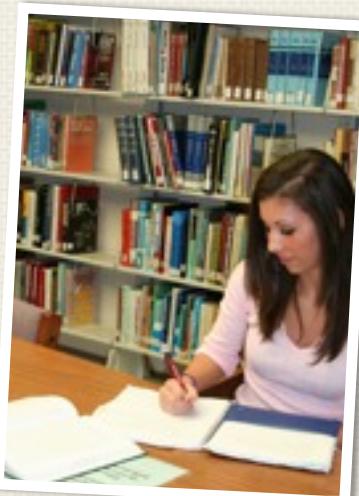
LEARNING ACTIVITIES

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.