

LEARNING PLAN 10



Finance

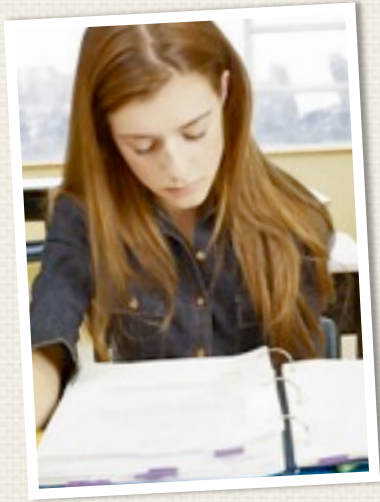
A company is a collection of assets, but the way those assets work to create value for customers and profit for a company depends on how well they are put to work. A company's business model is its plan of action

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



THE FOLLOWING ACTIVITIES ARE
COMPLETED ONLINE
AT WWW.MHHE.COM/FERRELLM3E

1. VIEW ONE OF THE INTERACTIVE APPLICATIONS
2. COMPLETE THE QUIZ. DON'T SUBMIT THE RESULTS TO ME. THIS ACTIVITY IS FOR YOUR SELF-IMPROVEMENT. YOU SHOULD NOT HAVE TO DOWNLOAD THE VIDEO TO WATCH IT.

ASSESSMENT ACTIVITIES



1. READ CHAPTERS 15 & 16
2. PLEASE COMPLETE THE LP10| FINANCE
3. RESPOND TO YOUR CLASSMATES ACCORDING TO THE DISCUSSION BOARD GUIDELINES.