BUS4605.E1 Business Acumen
Fall 2025

PROFESSOR INFORMATION:
Name: Melissa Reed
Phone Number: 319-330-7108
Email Address: mreed@amberton.edu

COURSE INFORMATION:
BUS4605.E1 Business Acumen
Level: Undergraduate
Beginning Date of Session: September 13, 2025
Ending Date of Session: Nov 20, 2025
Student access available to the Student Portal: Saturday, September 13, 2025.

Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.

COURSE PREREQUISITES:
None

TEXTBOOK(S) AND REQUIRED MATERIALS:
Title: The Business Acumen Handbook: Everything You Need to Know to Succeed in the Corporate
Author: Steven Haines
Publisher: Business Acumen Institute
Year Published: 2019
Edition: 1st
ISBN: 13:9798418926593
Price: Available at http://amberton.ecampus.com

Amberton University has an agreement with eCampus.com to provide a full-service online bookstore to students. The Amberton University Virtual Bookstore is accessible through the University's website, www.Amberton.edu. There is also a bookstore link in the Student Portal.

The AU Virtual Bookstore provides an easy to use interface, online buyback of books, and same day shipment of most titles with an average delivery time of 2-3 days depending on the student's location. Textbook options include new, used, rental, and electronic media as available.

Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping. Be certain you are enrolled in the course before purchasing your book(s). All textbook information (Title, Author, ISBN, etc.) is available in the course syllabi so students can shop competitively. Most textbooks can be purchased from many different textbook vendors. Some textbooks may only be available on the University's Virtual Bookstore. Students should be careful to obtain the exact resource(s) required for the course.

APA Requirement
APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 7th edition, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please consult the Publication Manual of the American Psychological Association, (7th ed.). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

COURSE COMPETENCIES:

This course will provide the student with an overview and framework for understanding general business acumen, as well as an introduction to strategies that support business communications to match operational supply with demand through a given enterprise. The course will focus on contemporary and general business management theories and best practices along with concepts from accounting, economics, finance, marketing, business law, and statistical analysis. Students will acquire knowledge of the tools, techniques, and processes needed to effectively employ business management applications such as communications, risk, budgeting, ethics, and business-decision fundamentals.

UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT IN:
1. Identifying and evaluating influential literature relevant to business acumen topics
2. Discussing the meaning of business acumen and its importance as a foundation to developing additional business management and leadership skills
3. Synthesizing and applying universal ethical principles to business acumen in modern organizations
4. Understanding the importance of business acumen as it relates to competitive analysis, decision-making, strategy development and implementation, and change management
5. Discussing how business management and leadership operational decision-making creates business value
6. Understanding how to create and build an organization that prioritizes business fundamentals in the decision-making process
7. Analyzing, evaluating, and applying stakeholders' feedback to prioritize and improve future business endeavors
8. Analyzing, evaluating, and applying business management best practices for effective and informed decision-making in modern organizations
9. Identifying and applying appropriate business management tools and technology to accomplish strategic operational goals
10. Discussing the importance of leveraging business acumen knowledge to better enable organizations to analyze competition amongst firms and industries
11. Identifying, evaluating, and applying effective methods and techniques for learning, applying, and improving business acumen
12. Understanding the importance of leveraging risk management with business acumen fundamentals
13. Understanding and evaluating business communication strategies for leveraging current and developing communication channels and technology
14. Discussing the future of business acumen concepts and efficient approaches to integrating business management approaches
15. Understanding the use of generative AI tools to identify and verify reference sources used to update and expand the analysis of business acumen topics.

ACQUIRED SKILLS
1. Competitive Analysis
2. Team Dynamics
3. Market Positioning
4. Communications
5. Risk Management
6. Budgeting
7. Business Decision-Making

COURSE POLICIES:
1. Read and complete all assignments, papers, and exercises by scheduled due date. Assignments are due no later than midnight Central Standard Time on the published due date.
2. Late Assignments: Any assignment received after the due date will receive a penalty of 5 % for each day or partial day it is late. Work submitted more than 5 days after the scheduled due date will NOT be accepted without written permission from Dr. Reed. There are no options for extra credit or makeup work in this class.
3. Assignments must be submitted through Moodle Learning Management System and Dr. Reed must be able to open each assignment in order for it to be considered on time.
4. Plagiarism is strictly forbidden in this class. All written assignments will be submitted to an online review service to check for plagiarism. If 15% or more of the student's assignment is found to be plagiarized, the

assignment will be given a zero score. All materials from a specific reference source must be properly cited according to APA standards.

5. The last day to submit ALL assignments is Nov 20, 2025)

Student's Responsibilities
This syllabus contains information, policies, and procedures for a specific course. By enrolling, the student agrees to read, understand, and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

Attendance Policy:
Regular and punctual class attendance and engagement is expected at Amberton University. In case of an absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course. **Ceasing to attend classes does not constitute an official withdrawal.**

Attendance in a lecture course is defined as punctual arrival to, and engagement in, a full lecture session. A Student in a lecture course missing more than 20% (two class periods for weekday classes or one class period for Saturday classes) of the class meetings may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Attendance in a distance learning course is defined as active participation in the weekly online class sessions. "Active participation" can be defined as: submitting an academic assignment, taking an exam, engaging in an interactive tutorial, participating in an online discussion forum (or chat session), or initiating (or responding to) a communication with a faculty member about an academic assignment or the subject matter of the course. A student not meeting these requirements may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Plagiarism Policy
Plagiarism is the presentation of someone else's work as though it were your own. If you use another person's words, ideas, or information; or if you use material from an outside source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge that source. Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously. Amberton University operates on an honor system; therefore, honesty and integrity are essential characteristics of all who are associated with the institution. All Amberton students are expected to abide by the honor system and maintain academic integrity in all their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based plagiarism detection services and applications at any time.

Self-plagiarism means reusing work that you have already published or submitted for a class. It can involve:
- Resubmitting an entire paper
- Copying or paraphrasing passages from your previous work

Self-plagiarism misleads your readers by presenting previous work as completely new and original. Students may not submit the same paper in substance in two or more classes without prior written permission of the instructors involved.

Amberton University students who use Artificial Intelligence (AI) generated content must adhere to the following policies:

Originality: Students must avoid presenting AI generated content as their own original work. It is essential to acknowledge the involvement of AI in the content creation process in order to maintain academic and ethical standards.

Paraphrasing: When using AI generated content, students must rephrase and/or modify the generated text. Paraphrased AI generated content should also be properly cited.

Acknowledgement: When using AI generated content in any assignment, proper credit must be given to the AI system that generated the content. https://apastyle.apa.org/blog/how-to-cite-chatgpt

Students agree that by taking this course, all required assignments may be subject to submission for a textual similarity review to Turnitin.com for the detection of plagiarism and self-plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism in future papers. Use of Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com website.

Turnitin is a writing improvement and plagiarism prevention tool which uses special algorithms, to compare text-based student submissions to the Turnitin database and other online sources. Turnitin produces a detailed **similarity report** that can be customized and viewed by instructors and students.

Turnitin "Draft Coach" is a Google based add-on to Turnitin which supports students in developing high-quality academic writing; and serves as an integrity coach. Draft Coach helps address errors and improve the quality of student's writing by highlighting grammar mistakes, identifying incorrectly cited sources, and scanning for similarity across several databases. By providing formative feedback on how to address citation issues, incorrect grammar, and matches with the Turnitin database, Draft Coach provides explanations to help students become more confident writers, capable of producing higher quality work both in academics and in the workplace.

COURSE OUTLINE AND CALENDAR:

Week	Topic	Assignment	Competencies Covered	Due Date
Week 1- September 13, 2025- September 19, 2025	What is Business Acumen?	Readings: Chapters 1 & 2 Assignment: Expectations Acknowledgement: Introductory Discussion Forum Graded 1 Point	1,2,4,5	Sept 19, 2025
Week 2-Sept 20-26, 2025	Teams, Decision-Making, Ethics and Communication	Readings: Chapters 2 & 3 Week 2- Discussion Forum #1: Graded 5 Points	2,3,6,14	Sept 26, 2025
Week 3- Sept 27- Oct 3, 2025	Organizational Tools, Functions and Risks	Readings: Chapter 5 Week 3-Discussion Forum #2: Graded 5 Points Quiz 15 points	8,10,13	Oct 3, 2025
Week 4-October 10, 2025	Problem Solving and Decision-Making Using Data	Readings: Chapter 6 Assignment: Week 4-Discussion Forum #3: Business Acumen Strategy assignment 25 points	8,9,10,13	Oct 10, 2025
Week 5- October 11-17, 2025	Marketing Analysis, Strategy, and Innovation	Readings: Chapter 7 Week 5- Discussion Forum	4,7,9,10,11	Oct 17, 2025

	Technology	#4		
Week 6- October 18-24, 2025	Development of Strategy, Risk Management and Communication	Readings: Chapter 8 Assignment: Week 6-Discussion Forum #5: Graded 5 Points Topic Selected for Final Research Report Due	4,5,8,9,11,13,14	Oct 24, 2025
Week 7- October 25-31, 2025	Developing Product Strategy and Market Position	Readings: Chapter 9 Week 7-Discusson Forum # 6 Business Acumen Case Study Assignment 25 points	5,7,11	Oct 31, 2025
Week 8- November 1- 7, 2025	Marketing Analysis and Competitive Position	Readings: Chapter 10 Assignment: Week 8-Discussion Forum #7:Graded 5 points	4,7,9,10,11,14	Nov 7, 2025
Week 9- November 8-14, 2025	Assessing Business Performance	Readings: Chapter 11 Week 9-Discussion Forum #8 Quiz 15 points	4,5,6,7,9,11	Nov 14, 2025
Week 10-November 15-20, 2025	Your Professional Development	Readings: Chapter 12 Research for Final Report Assignment: Prepare and Submit Final Report:30 points	2,3,5,11,12,15	Nov 20, 2025

GRADING CRITERIA:

Undergraduate
90 – 100   A
80 – 89   B
70 – 79   C
60 – 69   D
Below 60   F

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:
A successful distance learning experience requires a flow of communication between instructor and student throughout the session. Instructor comments are considered essential to the learning process. Therefore,

each assignment/exam submitted will be reviewed, graded, and returned to the student in a timely manner along with the appropriate commentary. Students should carefully review all comments.

Final grades are processed approximately one week after the last day of the session and may be located in the My Grades section of the online registration portal as well as being emailed to the student's Amberton University email. Amberton University staff will not release grades over the phone. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their university email account and contact the instructor at the faculty email address as provided above in *Professor Information* area.

Incomplete Grades
An "I" (incomplete grade) is given at the discretion of the professor and may be given only when an emergency or illness prevents the student from completing course requirements. Should an "I" be granted, the student has 30 days from the end of the session to complete the conditions of the incomplete. An "I" which is not properly removed within 30 days following the session enrolled will become an "F" grade.

How To Withdraw From a Course
To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the "Schedule of Classes" (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

COURSE DELIVERY METHODOLOGY:
This course is offered as a distance-learning course through the Moodle Learning Platform. Amberton's distance learning courses, called e-Courses, are identical to classroom courses in terms of learning outcomes, competencies, and instructor expectations. A student choosing to take an e-Course must have the following skills and technical capabilities:

1. Access to the Internet
2. General knowledge in:
   Internet browser settings and configuration
   e-mail and file attachments
   Uploading and downloading files
   Using a word processing package
3. Ability to conduct on-line research

Students who have not mastered these skills should not enroll for this course but should consider enrolling in MIS2110 Computer Concepts and Internet Technologies for instruction in these areas.

HOW TO ACCESS YOUR COURSE:

Through the Amberton University Student Portal
Students enrolled in distance learning courses using the Moodle Learning Platform may access the course through the Amberton University Student Portal. The site may be accessed through the University's main page (http://www.Amberton.edu) or at http://apps.Amberton.edu. After selecting the "Student Portal" link, you will be prompted for a Username and Password.

Use your assigned **username and password** (AUID) as described below to enter the AU Student Portal:

Username = your capitalized firstname **initial**+lastname+last 3 digits of your SSN.
* Use your name exactly as it is listed on the University's records, including any suffixes or hyphenations, such as Jr, Sr, or II, as a part of your username.

For example: James Jones, Jr.   SSN: 123-45-6789
Username: JJonesJr789

Password = your Amberton University ID# (AUID) **including the dashes**

For example: 04-999-999

Once your login has been validated, you may select from a variety of menu options, including your individual E-Course, email account, Remote Research, General Tools, all Syllabi and Research Tutorials.

If you are accessing the Student Portal from a public or shared computer, close the browser completely when finished, or click on the Logout button. For security purposes, no other person should have access to your Username or Password. If you feel your information has been compromised or if you experience technical difficulties, contact the e-course system administrator at: e-sysop@amberton.edu

If you have lost or do not know your Amberton ID#, please contact the Student Services Office 972/279-6511 or advisor@Amberton.edu for a replacement AUID card. You must know your Amberton ID# to gain access to the course and to send an email to your professor.

Through the Amberton University Moodle Website
Students enrolled in distance learning courses using the Moodle Learning Platform may also access the course by going to: http://moodle.Amberton.edu

For those utilizing Moodle for the first time, the **username and password** for the Moodle Learning Platform will be emailed to the student's University email account prior to the start of the course. For those returning to Moodle who do not remember their username and password, click on the link "*Forgotten your username or password*" available on the Moodle log in page (http://moodle.Amberton.edu). Otherwise use the same username and password as previous session.

Moodle Tutorial:
Upon successful log in and access to the Moodle learning platform, there is a *Student Moodle Tutorials* course available, to learn about the basics of Moodle. Simply click on the link for the *Student Moodle Tutorials* and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.

COURSE COMMUNICATIONS:
Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.

Email Communication
Each student enrolled is assigned an Amberton email account, which gives the student access to the Amberton email system (my.Amberton.edu). This email account is provided by Google Apps for Education. Students are encouraged to check their email regularly for University news, notices, and to communicate with instructors.

The student's assigned email address would be Username@my.Amberton.edu

Example: LJones-Smith789@my.Amberton.edu

The student Username is determined by:

firstname initial+lastname+last 3 digits of student ssn.

For example: Linda Jones-Smith   SSN: 123-45-6789
Email Address = LJones-Smith789@my.Amberton.edu

Students will be prompted for a Username and Password when accessing their email account. Use the Username portion of the email address as the username (Example: LJones-Smith789) and your Amberton ID# (including the dashes) as the password.

If you already have a Google Gmail account, you might be prompted to add this account to your current account. Click 'Yes' and you will be logged into your my.Amberton.edu email account. It will be a separate email account from your personal Gmail account.

If you need assistance with your email account, please visit https://support.google.com/mail

Students are responsible for reviewing the "Communication Guidelines" provided on the individual E-Course for specific instructor requirements.

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

FORMAT AND SUBMISSION OF ASSIGNMENTS:
Assignments are to be submitted to the appropriate assignment Drop Box in the Moodle system. Specific directions and guidelines for submission of assignments are located on-line in the "Communication Guidelines" of the e-course. Due to compatibility issues, Office 2007 files cannot be read by earlier versions of Microsoft Office. Before submitting an exercise file, confirm the file is in the proper format for grading by the instructor.

INSTRUCTOR/COURSE EVALUATION:
Each session, all Amberton students are provided with the opportunity to evaluate their courses and instructors. The evaluation process is an important one and provides students with an anonymous and confidential way to give meaningful feedback to the University. Summary information and comments are provided to faculty after the close of the session. All information provided is anonymous.

The Instructor/Course Evaluation will be open for completion during week 9 of the session. An evaluation assignment will be placed in week 9 of the Moodle course, along with the instructions on how to complete the evaluation. Prior to week 9, the University will send out an email containing instructions and dates for the evaluation period.

RESEARCH RESOURCES:
The Library provides access to full-text, and peer reviewed articles, and digital research tools. Students can search Library holdings through the online catalog and databases search engines available on the Library website or browse the physical library space and holdings located at the Garland campus.

Research items not contained in the Amberton Library collection can be located through interlibrary Loan (ILL) or through the TexShare program with the help of the Library staff. Students with questions about available services, resources, or research, may contact the Library via email at Library@amberton.edu.

RESEARCH ACCESS:
Databases can only be accessed by authorized users, and students at Amberton must enter their Amberton ID credentials-same as Moodle login-to gain access when off-campus. Use an Amberton website, such as the University site (Amberton.edu) or the library site (Library.amberton.edu) to find links to databased and digital books. Online resources are available all day, every day.

Library Live Chat Feature
Library staff are available to assist students with research problems or questions during Library hours through a live online chat feature, telephone, email, "How-to" videos, or in person. The library telephone is (972-279-6511 ext. 185. You can email questions to library@amberton.edu or visit the library in person on the Garland campus for assistance.