

AMBERTON UNIVERSITY
e-COURSE SYLLABUS

BUS4605.E1 Business Acumen
Winter 2026

PROFESSOR INFORMATION:

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COURSE INFORMATION:

BUS4605.E1 Business Acumen
Level: Undergraduate
Beginning Date of Session: Saturday, December 5, 2026
Ending Date of Session: Thursday, February 24, 2027

Student access available to the Student Portal: Saturday, Saturday, December 5, 2026

Winter Holiday Break:
Saturday, December 19, 2026, through Friday, January 1, 2027
(Classes resume on Saturday, January 2, 2027.)

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 World
Author: Steven Haines
Publisher: Business Acumen Institute
Year Published: 2019
Edition: 1st
ISBN: 13: 9781795148221

Simulation: Business Essentials Simulation: Coffee Shop Inc.

Author: Tim Rogmans
Publisher: Harvard Business Publishing
Year Published: 2022
Edition: Product #: FO 0004-HTM-ENG
ISBN: N/A

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:

(All work for this course is expected to be completed and submitted within the unit due dates. Discussion posts require an initial post, which is due by Thursday at 11:55 PM (CDT) of the assigned week, and reply posts to one classmate is due by the following Monday by 11:55 PM (CDT). All other assignments are to be submitted by 11:55 PM (CDT) on the due date, except for Week 10. Week 10 Assignments are due by 11:55 PM on Tuesday, February 23, 2027. To provide everyone with the same opportunity to receive quality feedback and be successful in this course, late assignments will not be accepted except for a documented emergency. Extra credit is not allowed for this course. Please plan ahead to avoid missing important due dates.)

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:

(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 outline 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.

The graded assignments for this course will include: Four (5) Discussion Forums; a 3-Stage Simulation exercise; and a Final Presentation. The assignments will have due dates spread throughout the semester. This course will utilize weekly discussions to enhance students’ research and communication skills as well as demonstrate an understanding and application of concepts. See the discussion activities for instructions, requirements, and the evaluation rubric. The 3-Stage Business Essentials Simulation exercise will require the student to make decisions regarding launching a business; building the brand; and going international. The Final Research Presentation will require the student to prepare a feasibility analysis of a business concept of his/her own choosing (with the prior topic approval of Dr. Scott).
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Week	Topic	Assignment	Competencies Covered	Due Date
Week 1 Dec 5 – Dec 14	What is Business Acumen	Readings: Chapter 1 & 2 Assignments: Expectations Acknowledgement: Discussion Forum (Introduction – DB1)	1, 2, 4, 5	Discussion Forum Initial Post Due: Thursday, December Dec 10 th . Reply to two (2) classmates post by

				Monday, Dec 14 th by 11:59 PM
Week 2 Dec 14 – Dec 18	Teams, Decision-Making, Ethics & Communication	Readings: Chapter 2 & 3 Introduction to Simulation Exercise Assignment: Week 2 – Discussion Forum (DB2)	2, 3, 6, 13	Discussion Forum Initial Post Due: Friday, December 18 th by 11:59 PM Reply posts are optional this week.
Holiday Break Dec 19 – Jan 1	Holiday Break	Holiday Break	Holiday Break	Holiday Break ends on Jan 1st
Week 3 Jan 2 – Jan 11	Organizational Tools, Functions & Risks	Readings: Chapter 5 Simulation Pre-brief Assignment: Week 3 – Discussion Forum (DB2) 1 st Practice Run on Simulation	6, 9, 10, 12	Discussion Forum Initial Post Due: Thursday, January 7 th by 11:59 PM Reply posts to two (2) classmates and 1 st Practice Run on Simulation Due: Monday, January 11 th by 11:59 PM
Week 4 Jan 11- Jan 18	Problem Solving & Decision-Making Using Data	Readings: Chapter 6 Assignment: Week 4 – Discussion Forum (DB3) 2 nd Practice Run on Simulation	4, 6, 8, 10, 13	Discussion Forum Initial Post Due: Thursday, January 14 th by 11:59 PM Reply posts to two (2) classmates and 2 nd Practice Run Due: Monday, January 18 th by 11:59 PM
Week 5 Jan 18 – Jan 25	Marketing Analysis, Strategy & Innovative Technology	Readings: Chapter 7 Assignment: Graded Simulation Run & Reflections Stage 1	4, 7, 9, 10, 11, 14 Acquired Skill = #3, #, #7	Discussion Forum Initial Post Due: Thursday, January 21 st by 11:59 PM Reply posts to two (2) classmates and Graded Simulation Run & Reflections Stage 1 Due:

				Monday, January 25 th by 11:59 PM
Week 6 Jan 25 – Feb 1	Development of Strategy, Risk Management & Communication	Readings: Chapter 8 Assignment: Discussion Forum (DB4) 3 rd Practice Run on Simulation Topic Selection for Final Research Presentation Due	1, 4, 5, 9, 10, 12, 13, 14, 15 Acquired Skill = #4, #5	Discussion Forum Initial Post Due: Thursday, January 28 th by 11:59 PM Reply posts to two (2) classmates and 3 rd Practice Run Topic Selection for Final Research Presentation Due: Monday, February 1 st by 11:59 PM
Week 7 Feb 1 – Feb 8	Developing Product Strategy & Market Position	Readings: Chapter 9 Assignment: Graded Simulation Run & Reflections Stage 2	4, 5, 7, 9, 10 Acquired Skill = #3, #6, #7	Monday, February 8 th by 11:59 PM
Week 8 Feb 8 – Feb 15	Marketing & Analysis of Competitive Position	Readings: Chapter 10 Assignment: Graded Simulation Run & Reflections Stage 3	4, 5, 7, 9, 10, 14	Monday, February 15 th by 11:59 PM
Week 9 Feb 15 – 22	Assessing Business Performance	Readings: Chapter 11 Assignment: Prepare Final Research Presentation PowerPoint with audio in mp4 Discussion Forum (Reflection)	4, 5, 6, 7, 8, 10, 14	Discussion Forum Initial Post Due: Thursday, February 18 th by 11:59 PM Reply posts are optional this week.
Week 10 Feb 15 – 23	Your Professional Development	Readings: Chapter 12 Assignment: Submit Final Presentation	1, 2, 3, 5, 8, 11, 14, 15 Acquired Skill = #4, #7	Tuesday, February 23 rd by 11:59 PM

GRADING CRITERIA:

(Activity Category	Activity Details	Activity Total Points	Activity Percentage
Discussions	5 @ 30 pts. each	150	15.0%
Simulations	3 @ 150 pts. each	450	45.0%
Final Presentation	Topic Selection = 50 Final Presentation = 350	400	40.0%
Total		1,000	100.0%

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:

SINGLE SIGN-ON (SSO) INSTRUCTIONS FOR AMBERTON UNIVERSITY

Amberton University uses Single Sign-On (SSO) as the primary access point for University systems, including Moodle, Amberton Email (Gmail), CampusWeb, Library resources, financial information, and other University applications.

Access the Amberton SSO Portal

Go to:

<https://sso.amberton.edu>

Students should bookmark this page. The SSO portal is the main entrance to Amberton University's online systems.

The SSO Login link may also be accessed through the Amberton University website at <https://amberton.edu>.

Activate Your Account

New students receive an Amberton University welcome email with an account activation link.

Select the activation link in that email and follow the instructions to activate your Amberton SSO account and configure Two-Factor Authentication (2FA).

Your assigned username and Amberton student email address are included in the welcome email.

Student email addresses use the following format:

username@my.amberton.edu

Sign In to SSO

After your account has been activated, go to:

<https://sso.amberton.edu>

Enter your Amberton username or assigned Amberton account information and the password you established during account activation.

If you forget your password, select "Forgot Password?" on the SSO login page and follow the instructions provided.

Access Your Amberton Applications

After signing in, the SSO dashboard will display the applications available to your account.

These may include:

- Moodle
- Amberton Email (Gmail)
- CampusWeb
- Financial Records
- Library resources

- Other University applications and services

Select the appropriate application from the SSO dashboard.

Access Moodle

Students should access Moodle through the Amberton SSO portal.

Go to:

<https://sso.amberton.edu>

Sign in and select Moodle from the SSO dashboard.

Students do not need a separate Moodle username or password when accessing Moodle through SSO. Password activation and password recovery should be completed through the Amberton SSO portal rather than through Moodle.

A Student Moodle Tutorials course is available within Moodle to assist students with course navigation, assignments, communication, examinations, grades, and other Moodle functions.

Technical Support

If you experience difficulty activating your account, signing into SSO, or accessing an Amberton application, please contact:

support@amberton.edu

COURSE COMMUNICATIONS:

Students will communicate with faculty through the Moodle Learning Platform or their Amberton University email account.

Email Communication

Each student is assigned an Amberton email address in the following format:

username@my.amberton.edu

Students should access their Amberton email through the University Single Sign-On portal at:

<https://sso.amberton.edu>

Students are encouraged to check their Amberton email regularly for University notices and course communications.

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

Students who need to retain course communications, assignments, or other materials should download and save them before the course closes.

For assistance accessing SSO, Moodle, or Amberton email, contact support@amberton.edu.

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.

Microsoft Office 365 Education:

Amberton University students have access to a license for Office 365 Education, a comprehensive suite of productivity tools. This package includes:

- Microsoft Word for document creation
- Excel for spreadsheets and data analysis
- PowerPoint for presentations
- OneNote for digital note-taking
- Microsoft Teams for collaboration
- Additional classroom tools to enhance your learning experience

To set up your student account and access these resources, please follow the instructions provided in our step-by-step guide: https://amberton.edu/wp-content/uploads/2025/01/Office365_Setup_Students.pdf

Google Workspace for Education:

All students are assigned a Gmail account in Google Workspace for Education.

To set up your student account and access these resources, please follow the instructions provided in our step-by-step guide: https://amberton.edu/wp-content/uploads/2025/01/Google_Drive_Students.pdf

Once logged into your student account, you'll have access to a suite of tools designed to enhance your learning experience:

- Google Docs: Create and edit essays, reports, and other written assignments
- Google Slides: Develop engaging presentations for projects and class discussions
- Google Sheets: Perform data analysis, create charts, and manage calculations
- Google Drive: Store, organize, and easily access all your files in the cloud
- Google Calendar: Schedule study sessions, track assignment deadlines, and manage your academic timetable
- Google Keep: Take and organize quick notes during lectures or study sessions

- Google Meet: Attend virtual classes, participate in group study sessions, or meet with teachers
- Google Classroom: Access course materials, submit assignments, and receive feedback from instructors
- Google Forms: Create surveys for research projects or participate in class quizzes
- Google Sites: Build websites or digital portfolios to showcase your work