

ACQ 315: Understanding Industry (Business Acumen)

Course Number: 1315

Length: 4.5 Days

Primary Delivery Method: Instructor-led live classroom

Alternative Delivery Methods: Instructor-led online (synchronous)

Course Description

Discover business acumen competencies including industry orientation, organization, cost and financial planning, business strategy/development, supplier management, incentives, and negotiation. This course will provide a thorough understanding of the strategy, finances, operational considerations, and motivators that drive contractor business decisions.

Intended Audience

Acquisition professionals who need to increase their understanding of contractor business strategies and sharpen their business acumen skills.

Client-Provided Facility Requirements

- White board with markers and eraser
- 1 computer per student with Internet and Microsoft Office 2010
- Internet required for instructor computer
- Break-out rooms - 5 rooms needed Days 1 - 5

Course Learning Objectives

- Explain how the scope and variety of the current industry landscape influences companies' methods of competing for defense contracts
- Describe how a company's organization adapts to strategy, resource capacity, and program phase
- Using standard company financial reports and metrics, participants will assess company's financial health to enable best-value program decisions
- Explain cost accounting basics defense companies use to manage direct costs, indirect costs, and rates for proposals and program execution
- Describe the importance of defense company cost estimating requirements, methods, and key process elements
- Identify and assess company management challenges in optimizing prime–subcontractor relationships and decisions in its supply chain
- Assess opportunities and constraints companies weigh in prioritizing market opportunities, B&P resourcing, teaming, and strategy
- Evaluate a company's capture planning bid/no-bid decision process and an RFP response from the proposal development process
- Apply the strategies defense companies use to incentivize their workforce at various levels
- Develop a company negotiating strategy using business acumen tools that promotes a fair profit and better taxpayer deal

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- Given a company financial situation and market segment, participants will evaluate the company's annual decisions to meet the numbers

Course Additional Features

- Producer Support
- Technical Support Team
- Dedicated In-House Accessibility/Section 508 Compliance
- Student Resource Guides

All details about the Additional Features are available on this page. [Click here to Explore](#)

Course Schedule

DAY ONE	
MORNING	Introduction
	Lesson 1: Industry Landscape
	Lesson 2: Company Strategy and Organization
LUNCH	
AFTERNOON	Lesson 2: Company Strategy and Organization, continued
	Lesson 3: Business Finance

DAY TWO	
MORNING	Lesson 4: Indirect Rates
	Lesson 5: Cost Estimating and Pricing
LUNCH	
AFTERNOON	Lesson 6: Supplier/Supply Chain Management
	Lesson 7: Business Development

DAY THREE

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MORNING	Lesson 8: Capture Planning
LUNCH	
AFTERNOON	Lesson 9: Company Incentives, Motivation, and Rewards
	:Capstone Introduction

DAY FOUR

MORNING	Lesson 10: Negotiations
LUNCH	
AFTERNOON	Lesson 11: Capstone

DAY FIVE

MORNING	Lesson 11: Capstone, continued
	Course Survey

Learning Methods

Small group exercises, lecture, discussion, polls, case studies, role play, capstone, action planning

Credits

National Association of State Boards of Accountancy (NASBA)

- Field of Study: Finance
- Level: Intermediate
- CPEs: 36

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Professional Development Units (PDUs)

- Credits: 31.5

Continuous Learning Points (CLPs)

- Credits: 38

American Council on Education™ (ACE) Recommendation

From August 2024 to July 2027: In the lower-division baccalaureate, 3 semester hours in Management.

Third-Party Certification Relationship

FAC-C or DAWIA Level III elective

Prerequisites

There are no prerequisites for this course.

Suggested

- FAC-C or DAWIA Level I certification training courses

Pework

View a recording of Secretary Heidi Shyu's testimony on reform of the defense acquisition system.

Refer to Website To access a recording of Secretary Shyu's testimony, visit: <https://www.dvidshub.net/video/400267/senate-armed-services-committee-readiness-acquisition-reform>

Requirements for Successful Completion

Full (100%) attendance is expected and required. Successful completion of the course depends on full class attendance and active participation in individual and group exercises.

Participants must achieve at least 360 points out of 450 total points (80%) to pass this course:

- Exercise: *Capstone* Leadership Briefing (Year 2032)
100 points
- Exercise: *Capstone* Leadership Briefing (Year 2033)
100 points
- Exercise: *Negotiate Prime-Sub Contract Terms*
50 points
- Class participation
100 points
- Individual participation
100 points

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Follow-On Resources

- [Cybersecurity and the Supply Chain](#)
- [Supply Chain Management Fundamentals](#)
- [Developing the Independent Government Cost Estimate](#)
- [Federal Contract Negotiation Techniques](#)

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Ready to Enroll?



See the most recent course information and scheduled classes at this link:
<https://www.managementconcepts.com/course/id/1315>



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