

The Pocket MBA: *Concepts and Strategies*

Course Description

This course is a one-stop problem-solver for today's busy executive. It's a working guide to help you quickly pinpoint in the complex world of business.

- What to look for
- What to do
- What to watch out for
- How to do it

You'll find concepts, guidelines, and rules of thumb to help you conceptualize, analyze, and evaluate any business-related problem. Throughout, you'll find this course practical, quick, and useful. Part I takes you through the world of business strategy, management, marketing, and legal environments of business. Part II covers the economic issues of interest to business managers because they have a significant impact upon corporate success or failure. As companies go global, some relevant issues of concern to business people are foreign exchange rates, currency risk management, political risk, and international sources of financing. It also covers the use of information systems and information technology (IT) in all phases of business and in all functional areas to analyze and solve business problems in the "real world." This course has been designed in question-and-answer format in order to address the pertinent issues that come up during the course of business.

Completion Deadline & Exam: This course, including the examination, must be completed within one year of the date of purchase. In addition, unless otherwise indicated, no correct or incorrect feedback for any exam question will be provided.

Course Level: Overview. This program is appropriate for professionals at all organizational levels.

CPE Credits: 15 (CPA)

Category: Business Management and Organization

Prerequisite: Basic Accounting

Advanced Preparation: None

Course Learning Objectives

Chapter 1: Business Strategy and Operations Management

Upon completion of this chapter, you will be able to

1. Identify the key element of a mission statement
2. Recognize some organizational strategies such as SWOT analysis and Porter's competitive strategies.
3. Identify the types of management decisions and the steps to be followed in the decision-making process.
4. Recognize some useful management techniques and tools such as break-even and profit analysis, aggregate planning strategies, scheduling, and project management and control.

Chapter 2: General Management

Upon completion of this chapter, you will be able to

1. Recognize how the Just-in-Time (JIT) Inventory Management System works as compared to traditional inventory planning concepts.
2. Identify requirements for manufacturing resources planning process.
3. Identify attributes of several different methods of quality control, including Total Quality Management (TQM) and ISO 9000.
4. Recognize the advantages and disadvantages of different group decision making techniques, such as brainstorming and Delphi techniques.

Chapter 3: Marketing

Upon completion of this chapter, you will be able to

1. Identify the 4P's of the marketing mix.
2. Recognize the role of product positioning and planning in marketing.
3. Recognize techniques of marketing research.
4. Identify marketing strategies including channels, branding, new product development, and advertising.

Chapter 4: Business Laws

Upon completion of this chapter, you will be able to

1. Identify the elements of a legally binding contract.
2. Identify remedies available if there is a breach of contract.
3. Recognize bankruptcy laws and how it works.
4. Recognize what consumer credit protections are available.
5. Recognize negotiable instruments, agents and deeds.

6. Identify elements of employment labor laws and business torts.

Chapter 5: Economics

Upon completion of this chapter, you will be able to

1. Recognize economic objectives and economic and monetary indicators.
2. Identify elements of monetary system.
3. Recognize some characteristics of the economic events.

Chapter 6: Multinational Business and Finance

Upon completion of this chapter, you will be able to

1. Identify unique aspects about the financial management of a multinational corporation (MNC).
2. Identify terminology used in the foreign exchange market.
3. Recognize three different types of foreign exchange exposure and methods to manage it.
4. Recognize the methods for dealing with political risk
5. Identify international sources of financing.

Chapter 7: Information Technology (IT) and Computer Applications to Business

Upon completion of this chapter, you will be able to

1. Identify computer technologies available for business.
2. Recognize characteristics of management information system (MIS), decision support systems (DSS), and executive information systems (EIS).
3. Recognize the basic concepts and applications of artificial intelligence (AI) and expert systems (ES).
4. Identify the role of extensible business reporting language (XBRL) and wireless technologies.