

Mini-MBA

Core Curriculum

The Bottom Line Mini-MBA delivers course structure and content aligned with the needs of your business. We work with you to determine the areas of business acumen and analysis that require the most attention, and then calibrate course content to address those needs. Depending on the profile of the participant group—from human capital intensive to executive and international groups—supplemental content augments the core program to assure that the unique issues associated with their responsibilities are addressed.

Core Mini-MBA

Economics		
<ul style="list-style-type: none"> Globalization Opportunity Cost Supply and Demand Equilibrium Cycle 	<ul style="list-style-type: none"> Roles of Prices & Profits Inflation & Recession Fiscal & Monetary Policy Government Intervention 	<ul style="list-style-type: none"> Ceilings, Floors, Taxes & Tariffs Market Intervention Economic Systems Law of Comparative Advantage
Corporate Strategy		
<ul style="list-style-type: none"> Business Structure Vision & Mission Statements The Planning Process Measurement Standards 	<ul style="list-style-type: none"> Executive Decision Making SWOT Analysis External Environment Analysis Product Life Cycle Analysis 	<ul style="list-style-type: none"> Growth vs. Market Share Segment Analysis Leading Change Model
Finance		
<ul style="list-style-type: none"> Balance Sheet Income Statement Profitability Ratios Liquidity Ratios 	<ul style="list-style-type: none"> Debt Ratios Risk vs. Return Payback Period Leverage Principle 	<ul style="list-style-type: none"> Time Value of Money Net Present Value Break-even Analysis Internal Rate of Return
Accounting		
<ul style="list-style-type: none"> Financial Accounting Cost Accounting Allocation Analysis 	<ul style="list-style-type: none"> Direct vs. Indirect Costs Incentive Point Analysis Contribution Margin 	<ul style="list-style-type: none"> Cost of Capital Analysis Risk Assessment Cost/Benefit Analysis
Marketing		
<ul style="list-style-type: none"> Segment Analysis Target Market Analysis Product Positioning 	<ul style="list-style-type: none"> Four P's = Product, Price, Promotion, Place Buying Behavior Stages in the Buying Process 	<ul style="list-style-type: none"> Market Opportunity Analysis Product Life Cycle Sigmoid Curve Analysis Business to Business Marketing

Core Program Content Customized for Group Profiles

INTERNATIONAL GROUP	HUMAN CAPITAL GROUP	EXECUTIVE GROUP
Options <ul style="list-style-type: none"> Case Studies (proprietary) Company Specific Task Industry Specific Analysis Executive Case Presentation 	Options <ul style="list-style-type: none"> Initial Case Study Segment Applications Summary Presentation 	Options <ul style="list-style-type: none"> Initial Case Study Segment Applications Summary Presentation
Economics <ul style="list-style-type: none"> Balance of Trade Analysis Exchange Rates & Fluctuation Global Economic Systems Int'l. Tariffs/Free Trade Zones Competitive Advantage 	Economics <ul style="list-style-type: none"> Bottom Line Paradigm Qualifiers vs. Quantifiers Behavioral Economics Language of Business Analysis Human Resources Management Corporate Culture Analysis 	
Global Markets <ul style="list-style-type: none"> International Equities Markets Global Debt Currency & Arbitrage International Market Indices Real Return on Investment Shareholder Valuations 	Capital Markets <ul style="list-style-type: none"> Stocks and Bonds Real Estate & Small Business Initial Public Offering P/E Ratio Analysis Derivatives Call & Put Options Short Selling Market Indices Market Valuation 	
Corporate Strategy <ul style="list-style-type: none"> Cross-Cultural Integration Global Risk Analysis Leading Multinational Teams Integrated Team Strategies 		