




Mini-MBA

Segment Menu

Building A Customized Program to Suit Your Unique Needs

Bottom Line offers you the flexibility to design a curriculum to suit your individual organizational needs. We work with you to select and group segments that will address the particular gaps in knowledge and experience within the participant group. The à la carte menu includes:

-  Core Mini-MBA segments
-  Common supplemental segments that augment the Core Mini-MBA (based upon group profiles)
-  Alternative segments to target specific needs and applications

Economics

- Globalization
- Opportunity Cost
- Supply and Demand
- Equilibrium Cycle
- Roles of Prices & Profits
- Inflation & Recession
- Fiscal & Monetary Policy
- Government Intervention
- Ceilings, Floors, Taxes & Tariffs
- Market Intervention
- Economic Systems
- Law of Comparative Advantage

Corporate Strategy

- Business Structure
- Vision & Mission Statements
- The Planning Process
- Measurement Standards
- Executive Decision Making
- SWOT Analysis
- External Environment Analysis
- Product Life Cycle Analysis
- Growth vs. Market Share
- Segment Analysis
- Leading Change Model

Finance

- Balance Sheet
- Income Statement
- Profitability Ratios
- Liquidity Ratios
- Debt Ratios
- Risk vs. Return
- Payback Period
- Leverage Principle
- Time Value of Money
- Net Present Value
- Break-even Analysis
- Internal Rate of Return

Accounting

- Financial Accounting
- Cost Accounting
- Allocation Analysis
- Direct vs. Indirect Costs
- Incentive Point Analysis
- Contribution Margin
- Cost of Capital Analysis
- Risk Assessment
- Cost/Benefit Analysis

Marketing

- Segment Analysis
- Target Market Analysis
- Product Positioning
- Four P's = Product, Price, Promotion, Place
- Buying Behavior
- Stages in the Buying Process
- Market Opportunity Analysis
- Product Life Cycle
- Sigmoid Curve Analysis
- Business to Business Marketing

Capital Markets

- Stocks and Bonds
- Real Estate & Small Business
- Initial Public Offering
- P/E Ratio Analysis
- Derivatives
- Call & Put Options
- Short Selling
- Market Indices
- Market Valuation

Capital Budgeting

- Determination of Alternatives and Strategic Analysis
- Economic Analysis
- Financial Analysis of Investment Proposals
- Payback Periods
- Return on Investment
- Net Present Value
- Internal Rate of Return
- Profitability Index

Business Law

- The Law and Government
- Constitutional Law
- Contract Law
- Negotiable Instruments
- Remedies
- Mediation and Negotiation
- Corporate Governance
- Sexual Harassment
- Business Ethics

Corporate Culture

- Mergers & Acquisition/ Corporate Culture Integration
- Financial Evaluation of Mergers & Acquisitions
- Growth: Short-term vs. Long-term
- Seamless vs. Silos
- Effective Communication
- Case Study Analyses
- Personalized Survey Analysis

Leadership

- Management vs. Leadership
- Navigating Constraints
- Ownership
- Leveraging
- Mentoring & Teaching
- Time/Project Management
- Communication
- Critical Success Factors

Global Markets

- International Equities Markets
- Global Debt
- Currency & Arbitrage
- International Market Indices
- Real Return on Investment
- Shareholder Valuations

Human Resources

- Employee Selection
- Employee Retention
- Compensation
- Benefits
- Performance Evaluations
- Legal Liabilities
- HR Information Systems

Tools of Analysis

- Net Present Value
- Payback Period
- Break-even Analysis
- Contribution Margin
- Real Return on Investment
- Opportunity Cost

Time & Risk Tools

- Time Value of Money
- Compound Interest
- Net Present Value
- Effective Interest Rates
- Annuities
- Discount Rate
- Cash Flow
- Corporate Investments

Executive Decision Making

- Crisis Management
- Managing Constraints
- PERT Analysis
- Decision Tree Analysis
- Critical Path Analysis
- Customized Case Studies

Business Ethics

- Intellectual Honesty
- Workplace Integrity
- Legal Propriety
- Ethical Dilemmas
- Customized Case Studies