

# **The Pocket MBA: Concepts and Strategies**

## **Chapter 1:**

### **Business Strategy and Operations Management**

#### **Learning Objectives**

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After studying this chapter, you will be able to:

- Define the key element of a mission statement?
- Recognize some organizational strategies such as SWOT analysis and Porter's competitive strategies.
- Identify the types of management decisions and the steps to be followed in the decision-making process.
- 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

### Learning Objectives

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After studying this chapter, you will be able to:

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

# Chapter 3:

## Marketing

### Learning Objectives

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After studying this chapter, you will be able to:

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

# Chapter 4:

## Business Law

### Learning Objectives

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After studying this chapter, you will be able to:

- Identify the elements of a legally binding contract.
- Identify remedies available if there is a breach of contract.
- Recognize bankruptcy laws and how it works.
- Recognize what consumer credit protections are available.
- Recognize negotiable instruments, agents and deeds.
- Identify elements of employment labor laws and business torts.

# Chapter 5:

## Economics

### Learning Objectives

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After studying this chapter, you will be able to:

- Recognize economic objectives and economic and monetary indicators.
- Identify elements of monetary system.
- Recognize some characteristics of the economic events.

# Chapter 6:

## Multinational Business and Finance

### Learning Objectives

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After studying this chapter, you will be able to:

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

# Chapter 7:

## Information Technology (IT) and Computer Applications for Business

### Learning Objectives

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After studying this chapter, you will be able to:

- Identify computer technologies available for business.
- Recognize characteristics of management information system (MIS), decision support systems (DSS), and executive information systems (EIS).
- Recognize the basic concepts and applications of artificial intelligence (AI) and expert systems (ES).

- Identify the role of extensible business reporting language (XBRL) and wireless technologies.