Business Administration for Developers

🕐 Duration: 2 Days
🌐 Available Languages: English

Audience

Software Developers and Software Craftspeople.

Goals

Learn the basics of Business Administration.

Contents

- Marketing
  - # The 7 Steps of Marketing Strategy Development
  - # The Buying Process
  - # Segmentation
  - # Product Life Cycle
  - # Perceptual Mapping
  - # Margins
  - # The Marketing Mix and the 4 P's
  - # Positioning
  - # Distribution Channels
  - # Advertising
  - # Promotions
  - # Pricing
  - # Marketing Economics
- Ethics
  - # Relativism
  - # Stakeholder Analysis
- Accounting
  - # Accounting Rules
  - # Accounting Concepts
  - # The Financial Statements
  - # Ratio Analysis
  - # Managerial Accounting
- Organizational Behavior
  - # Problem-Solving Model
  - # Psychology Lesson
  - # Motivation
  - # Leadership
  - # Creativity
  - # On-the-Job Office Procedure
  - # Power
  - # The Organizational Model and Structures

- # Systems Theory
- # Organizational Evolution and Revolution
- # Resistance to Change
- Quantitative Analysis
  - # Decision Tree Analysis
  - # Cash Flow Analysis
  - # Net Present Value
  - # Probability Theory
  - # Regression Analysis and Forecasting
- Finance
  - # Business Structures
  - # Beta Risk
  - # The Efficient Frontier
  - # Capital Asset Pricing Model
  - # The Efficient Market Hypothesis
  - # Investment Valuations
  - # Discounted Cash Flows
  - # Dividend Growth Model
  - # Capital Budgeting
  - # Capital Structure
  - # Dividend Policy
  - # Mergers and Acquisitions
- Operations
  - # The History of Operations Research
  - # The Problem Solving Framework
  - # Flow Diagrams
  - # Linear Programming
  - # Gantt Charts
  - # Critical Path Method
  - # Queueing Theory
  - # Inventories
  - # Economic Order Quantities
  - # Material Requirements Planning
  - # Quality
  - # Information Technology
- Economics
  - # Supply and Demand
  - # Microeconomics
  - # Opportunity Costs
  - # Marginal Utility
  - # Elasticity
  - # Market Structures
  - # Macroeconomics
  - # Keynesian and Monetarist Theory
  - # Gross National Product Accounting
  - # International Economics
- Strategy
  - # The Seven S Model
  - # The Value Chain

\# Integration and Expansion Strategies
\# Industry Analysis
\# Competitive Strategies
\# Signaling
\# Portfolio Strategies
\# Globalization
\# Synergy
\# Incrementalism

Participants will receive a copy of "The 10-Day MBA" by Steven Silbiger.

Booking

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