


## 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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