



## **Mastering Business Skills**

### **Module 1: Management**

- Introduction
- Organizational Behavior
- Change and Development
- Fundamentals of Organization
- Organizational Planning and Goal Setting
- Organizational Leadership
- Organizational Motivation
- Organizational Control
- Defining the Elements of Financial Statements
- Understanding Depreciation
- Computing Depreciation
- Understanding the Key Financial Statements, Part 1
- Understanding the Key Financial Statements, Part 2
- Understanding the Key Financial Statements, Part 3
- Financial Reporting
- Creating Shareholder Value
- Measuring Quality Costs to Improve Quality and Reduce Costs
- Strategy Formulation and Implementation
- Teamwork

### **Module 2: Marketing**

- An Overview of Marketing
- Strategic Planning for Competitive Advantage, Part 1
- Strategic Planning for Competitive Advantage, Part 2
- Consumer Decision Making, Part 1
- Consumer Decision Making, Part 2
- Business Marketing, Part 1
- Business Marketing, Part 2
- Marketing Channels and Supply Chain Management, Part 1
- Marketing Channels and Supply Chain Management, Part 2
- Integrated Marketing Communications, Part 1
- Integrated Marketing Communications, Part 2
- Advertising and Public Relations, Part 1
- Advertising and Public Relations, Part 2
- Sales Promotion
- Personal Selling
- Pricing Concepts, Part 1
- Pricing Concepts, Part 2
- Setting the Right Price, Part 1
- Setting the Right Price, Part 2
- Internet Marketing, Part 1
- Internet Marketing, Part 2
- Internet Marketing, Part 3



### **Module 3: Economics**

- What Economics is About
- Trade, Tradeoffs, and Economic Systems
- Theory of Supply, Demand, and Price
- Application of Supply and Demand
- Macroeconomics Measurements: Price and Unemployment
- Macroeconomics Measurements: GDP and Real GDP
- Fiscal Policy
- Taxes, Deficits, Surpluses, and Public Debt
- Money and Banking
- The Federal Reserve System
- Money and the Economy
- Monetary Policy
- Elasticity
- Production and Costs
- Perfect Competition
- Monopoly
- Monopolistic Competition

### **Module 4: Accounting and Finance**

- Introduction to Accounting and Business
- Analyzing Transactions
- Matching and Adjusting Concepts
- Completing the Accounting Cycle
- Inventories
- Fixed Assets and Intangible Assets
- Statements of Cash Flows
- Financial Statement Analysis
- Managerial Accounting and Job Order Cost Accounting
- Budgeting
- Capital Investment Analysis

### **Module 5: Operations Management and Quantitative Methods**

- Introduction to Purchasing and Supply Chain Management, Part 1
- Introduction to Purchasing and Supply Chain Management, Part 2
- Managing Supply Chain Inventory and Delivering Perfect Customer Orders, Part 1
- Managing Supply Chain Inventory and Delivering Perfect Customer Orders, Part 2
- Supplier Quality Management
- Inspection vs. Prevention
- The Concept of Variation and the Normal Curve
- Introduction to Descriptive Statistics
- Measures of Central Tendency
- Concept of Standard Deviation, Part 1
- Concept of Standard Deviation, Part 2
- Cost Behavior and Cost-Volume-Profit Analysis, Part 1
- Cost Behavior and Cost-Volume-Profit Analysis, Part 2



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