

# Bring a Business Underpinning to Your Technical Decision-Making

## *The 2-Day MBA*

For Whom?

This workshop gives technologists and managers MBA- level insights so their technical decisions and recommendations reflect practical business and financial considerations



Contact Us



+1.650.851.8852





# 2-Day MBA

---

## WHY?

With the business challenges of the past 2 years and the guarded outlooks going forward, speed and financial wisdom of organizational decision-making are crucial for competitive positioning.

The divisions between technology and business knowledge databases slows decisions, hurts productivity, and limits the financial insight that now must be part of most daily judgments.

The *2-Day MBA* provides a compact and very practical understanding of business processes and financial analyses. The results are significantly faster technical and customer support decisions — and decisions/proposals that have business and financial considerations inherent in the processes that developed and shaped them.

### Comments on the 2-Day MBA

- *"I never knew one can, so easily, interpret a bunch of numbers from a company's financial statement. And I plan to use it. Explain better to employees why we are doing things."*
- *"The strategic concepts and financial ratios are extremely valuable."*
- *"Refreshed my thinking of tying corporate strategy to my job."*
- *"The MBA materials were crisp, clear and helpful. Dr. Mank is an effective presenter—it is always a pleasure to have somebody explaining the material who is obviously so in command of it."*

# 2-Day MBA

## Course Scope

Day 1	Day 2
<u>Organizational Development</u>	<u>Accounting</u>
<u>Marketing</u>	<u>Finance</u>
<u>Manufacturing</u>	<u>Legal</u>
<u>Strategy</u>	<u>Closing Cases</u>

# 2-Day MBA

## Organizational Development

### Module Topics

- Functions & Roles of Management
- Forms of Organization
- Motivation
- Culture



### At the End of This Module, You Will Be Able to:

- Explain the Forms of Org Structure & the Business Forces that Influence the Type that Is Used
- Identify the Various Roles & Functions of Management
- Explain Some of the Motivation Theories & their Major Attributes
- Discuss Corporate Culture, How It Is Manifested & the Influence of National Culture on Company Culture

# 2-Day MBA

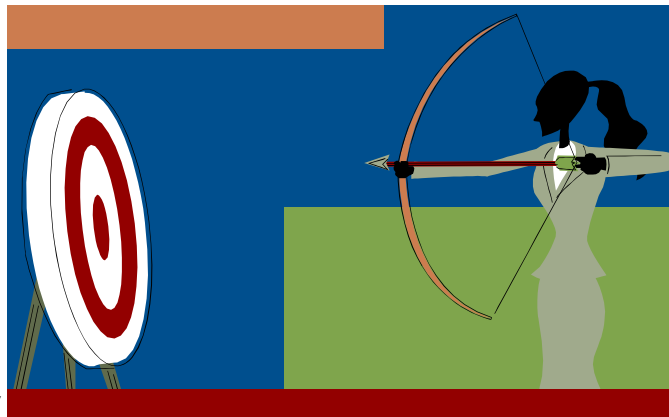
## Marketing

### Module Topics

- Life Cycle
- Dominant Design Paradigm
- S-Curves
- Boston Consulting Group (BCG) Matrix
- Segmentation
- Positioning
- Channels

### At the End of This Module, You Will Be Able to:

- Explain the Product Life Cycle & Describe its Major Phases & its Impact on Various Business Functions
- Discuss the Dominant Design Paradigm
- Explain Market Segmentation & the Importance to Business Success
- Discuss Market Channels
- Identify Market Positioning Strategies



# 2-Day MBA

## Manufacturing



### Module Topics

- Supply Chains
- The Bullwhip
- Planning—MPS & MRP Systems
- Evolution in Quality Management
- JIT
- Getting to 6 Sigma

### At the End of This Module, You Will Be Able to:

- Identify the Elements of Business Planning & Discuss How the Pieces Fit Together
- Discuss the Evolution of Modern Quality Management Thought
- Identify the Various Quality Definitions
- Discuss the Significance of 6 Sigma

# 2-Day MBA

## Strategy

### Module Topics

- Why We Strategize
- Business Model
- Vision
- Mission
- Core Competences
- Types of Strategies
- Five Forces Model
- Objectives & Goals

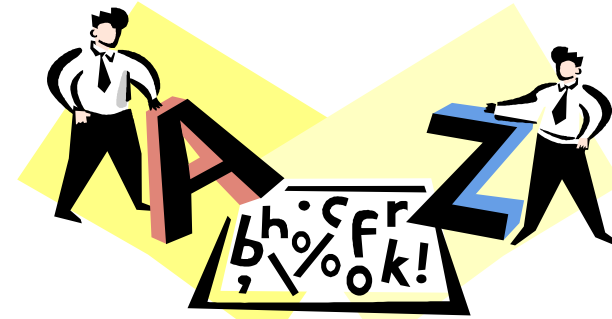


### At the End of This Module, You Will Be Able to:

- Discuss the Differences Between the Vision, Mission & the Business Model
- Explain Core Competences & their Significance
- Identify the Types of Competitive & Business Strategies
- Explain the Types of & Need for Corporate Goals & Objectives
- Discuss the “Winning Strategy” Tests

# 2-Day MBA

## Accounting



### Module Topics

- Accounting Equation
- Cash vs. Accrual Basis
- Accounting's Four (4) Questions
- Reading Balance Sheets
- Reading Income Statements
- Annual Reports
- 10K's
- Sarbanes-Oxley

### At the End of This Module, You Will Be Able to:

- Identify Accounting's Four Questions and the Reports that Answer those Questions
- Read Balance and Income Statements
- Discuss the Differences between Annual and 10K Reports
- Explain Sarbanes-Oxley and it's Impact on Corporations



# 2-Day MBA

## Finance



### Module Topics

- Liquidity Ratios
- Profitability Ratios
- Activity Ratios
- A & X --a financial comparison exercise
- IRR
- Cost of Inventory
- Taxes
- Black-Scholes



### At the End of This Module, You Will Be Able to:

- Identify, Calculate, and Interpret Ratios that Are Used to Assess and Compare Corporate:
  - Liquidity
  - Profitability
  - Activity
- Discuss IRR (Internal Rate of Return)
- Explain the Various Cost of Inventory Components

# 2-Day MBA

## Legal

### Module Topics

- Contracts
- NDA's
- Recruiting
- Personal Liability
- Deemed Export



### At the End of This Module, You Will Be Able to:

- Identify the Major Components that Constitute a Contract
- Explain the Purpose of and your Legal Liability with regards to an NDA
- Discuss Recruiting and the Regulatory Environments in Which it Exists
- Identify Some Areas of Personal Liability in the Corporate Environment
- Understand the Legal Theory of Deemed Export

# 2-Day MBA

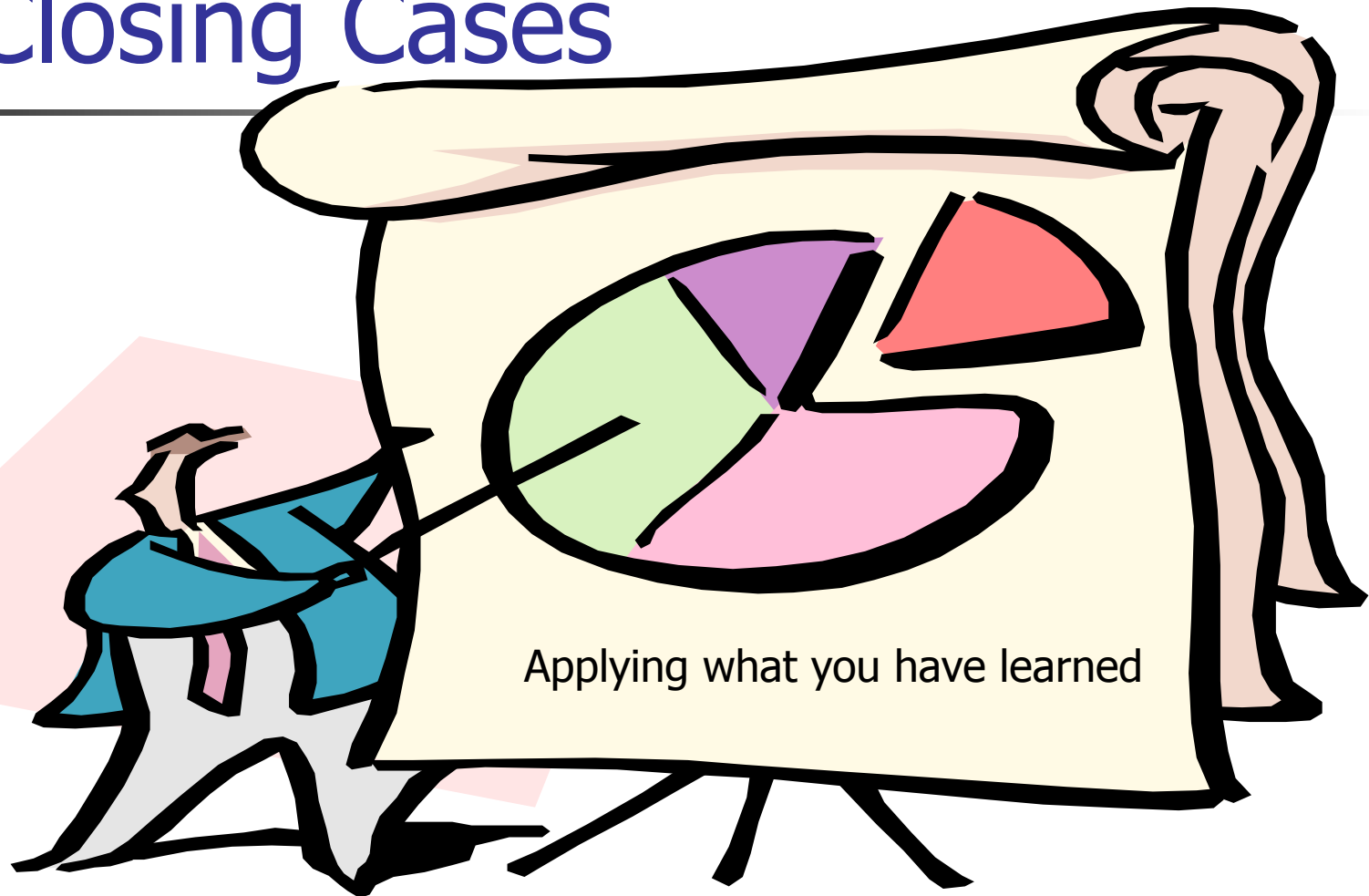
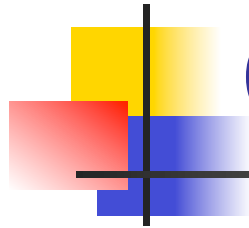
## Closing Cases



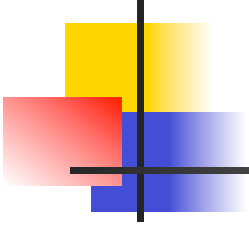
Cases chosen and customized to industry and group

# Learning Objectives

## Closing Cases



# Contact Us



*Let us tailor the 2-Day MBA workshop  
to your immediate and long term needs.*

For more information and to discuss call:

Arthur Jonath at +1.650.851.8852

or

email us about “2-Day MBA”

[info@jonathassociates.com](mailto:info@jonathassociates.com)

For other services visit

[www.jonathassociates.com](http://www.jonathassociates.com)