

Chapter 1: Business Strategy and Operations Management

- The Organizational Mission Statement
- Strategy Development Process
- Managerial Decision-Making
- Simulation Models
- Capacity Management
- Location Analysis
- Time Studies
- Aggregate Planning Strategies
- Transportation Method
- Scheduling
- Sequencing
- Project Management (Planning and Control) Techniques: PERT and CPM

Chapter 2: General Management

- Just-In-Time (JIT) Inventory
- Material Requirements Planning (MRP)
- Total Quality Management (TQM)
- Managing Quality Control
- Quality Control Tools
- Group Decision-Making
- Organizational Structure
- Departmentation
- Performance Evaluation
- Compensation
- Motivating Performance through Job Design
- Effective Leadership

Chapter 3: Marketing

- Defining the Market
- Managing the Marketing Process
- Market Research
- Market Segmentation
- Brand Marketing Decisions
- Service Firm Marketing Strategies
- Product Line Decisions
- New-Product Development and Marketing Strategies
- Marketing Channel Design Decisions
- Developing the Promotion Budget
- The Promotional Mix
- Advertising

Chapter 4: Business Law

- Contract Law
- Secured Transactions
- Bankruptcy
- Consumer Laws
- Sales
- Negotiable Instruments
- Agency Law
- Property Law
- Insurance
- Labor and Employment Laws
- Business Torts, White-Collar Crimes, and Ethics

Chapter 5: Economics

- Major Economic Areas: Microeconomics and Macroeconomics
- Measures of Overall Economic Performance
- Price Indices
- Indices of Leading, Coincident, and Lagging Economic Indicators
- Monetary Indicators and How They Impact the Economy
- The Effects of Lowering the Discount Rate

Chapter 6: Multinational Business and Finance

- Foreign Operations
- The Foreign Exchange Market
- Financial Strategies
- Translation Exposure
- Transaction Exposure
- Operating Exposure
- Impacts of Changes in Foreign Exchange Rates
- Interest Rates
- Inflation
- International Financing

Chapter 7: Information Technology (IT) and Computer Applications for Business

- Management Information System (MIS)
- Decision Support System (DSS)
- Executive Information Systems (EIS)
- Outsourcing Information Resources
- Artificial Intelligence (AI) and Expert Systems (ES)
- Value Chain Management Software
- Extensible Business Reporting Language (XBRL)
- Wireless Technology