

# Business Management & Economics

## Introduction

Lecture-1

7-March-16

# Course Content

- Business Management & Economics:

- Project Management

- Managing People & Organizations

} Before Midterm

- Financial Management & Economics

- Reliability & Total Quality Management

} After Midterm

# Course Assessment

- Total assessment 100%.
  - Midterm : 30%
  - Final Exam: 50%
  - Internal Evaluation: 20%
  
- Internal Evaluation 20%.
  - Quizzes : 10%
  - Assignment: 10%

# Internal Evaluation Details

- Project Management ( 1 Quiz + 1 Assignment )
- Managing People & Organizations ( 1 Quiz + 1 Assignment )
- Financial Management & Economics ( 1 Quiz + 1 Assignment )
- Reliability & Total Quality Management ( 1 Quiz + 1 Assignment )

Total quizzes 4

Total Assignments 4

Best of 3 Quizzes

Best of 3 Assignments

- Final Presentations in form of groups
  - Evaluation will be equal to 2 quizzes + 2 assignments

Total 5 Quizzes

Total 5 Assignments

# Project Management

- Projects in Organizations
  - What is a project?
  - Project categorizations
  - Project growth
  - Project models
- Project Planning
  - Project planning factors
  - Project planning steps
  - Project situations
  - Success criteria

# Project Management (Cont)

- Financial Appraisal
  - Financial methods
  - Payback methods and analysis
  - Financial assessment
- Organizational Structures
  - Functional organization structures
  - Project team structure
- Project Decision Techniques
  - Decision trees and their implementation
  - Decision tree calculations

# Managing People & Organizations

- Nature of Organization & Management
  - Functions of management
  - Process of management
  - Comparison of new workplace with old ones
- Globalization & Global Environment
  - Concept of globalization
  - Strategy and environment
- Product Lifecycle & Analysis Techniques
  - Product lifecycle and stages
  - PEST analysis (Political / Economic / Social / Technological)
  - SWOT analysis (Strength / Weakness / Opportunities / Threats)

# Managing People & Organizations(Cont)

- Strategic Management
  - Approaches to strategy
  - Key success factors
  - Strategic management factors
- Human Resource Management
  - Role of Human Resource
  - Human resource planning



# Financial Management & Economics

- Company Accounts
  - Income statements
  - Profit margins
  - Organization control and ROTA (Return On Total Assets)
  - Cash flows
- Innovation & NPD (New Product Development)
  - Return on investments
  - Economic value add
  - Innovation & Risk

# Financial Management & Economics (Cont)

- Capital Investment Decisions
  - Payback period
  - Net present value
  - Internal rate of return
- Management Decisions & Business Planning
  - Value creation principles
  - Self sustainable growth
- Ratio Analysis
  - PERL analysis (Performance / Efficiency / Risk / Liquidity)

# Reliability & Total Quality Management

- Quality Analysis
  - Definition of quality
  - Dimensions of quality
- Six Sigma
  - Key elements and concepts
  - Six Sigma methodology

# Reliability & Total Quality Management (Cont)

- Measuring Reliability of Items
  - Engineering reliability
  - Types of reliability
  - Bath tub curve
- Initial Decision Analysis
  - Pareto analysis
  - Trend analysis