

Business Leader Development Program **Virtual Lunch & Learn**

Tuesday, February 23, 2021
12:45 to 1:45pm

RSVP: sukosky@camden.rutgers.edu

Fall 2021 Seminar **Elements of Effective Business Management** **Presented by William A. Allen, MBA, CPA, Ph.D.**

This course will include the following elements:

- Marketing - You don't have a business unless someone can sell something.
- Management and Organizational Behavior - Organizational relationships are paramount for success in business.
- Quantitative Analysis – Covered concepts will include Decision Theory and Basic Time-Value Formulas among others.
- Finance and Investments – Covered concepts will include Risk, Reward, and Investment Horizon among others.
- Operations – Students will learn about Frederick Taylor - the Father of Scientific Management and the Major Criticism of his Thesis.
- Economics (Macroeconomics & Microeconomics) – Students will learn about the predictors of GDP and why it is important, then move into the "Theory of the Firm" (Profit Maximization).
- Strategy – Students will learn how to pull all the skills learned together to engage in effective business management.