

Business Management for Engineers

This course provides an overview of the basic principles used to manage a business. In particular, this course will help individuals with a strong technical background in science or engineering prepare for the transition from a role as a technical contributor to a business leader.

Overview of Basic Business Principles

- Capitalism & Economic Expansion
- Free Markets
- Cost, Price, and Value
- The Role of Governments
- The Business of Business
- Business Structure

Evaluating a Business

- Operations Management
- Evaluating a Product or Product Line
- Evaluating a Business Unit
- Evaluating a Company
- Evaluating a Government Program
- Real World Examples

Initiating & Planning a Program

- Engineering and Program Management
- Life Cycle Processes
- Program Artifacts
- The Business Impact of Technical Decisions

Monitoring & Controlling a Program

- Financial Management
- Earned Value Management (EVM)
- Taking Control - Business Decisions

Growing a Business

- Strategy – The Business Model
- Marketing – The Customer Base
- Sales – The Value Proposition

Developing & Presenting a Business Case

- Investment Required
- Return on Investment (RoI)
- Delivering a Business Message
 - Business vs Technical
 - Presentation Skills

Business Regulations

- US Federal Acquisition Regulations
- US Export Regulations - ITAR & EAR
- Globalization
 - Foreign Import Regulations
 - Differences in Culture & Currency

Learning to Lead

- Review of Key Takeaways
- Increasing Your Value Proposition
- Continuing Education

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Mr. Breitbart and Dr. Tribble have collaborated on a number of programs in recent years as both program manager and chief engineer, or sales lead and marketing lead, respectively.