

Business coaching

A. Introduction to economics

Microeconomics

Basics: economic behavior of an economy as a person, household, firm, or industry.

The main subjects covered under microeconomics include theory of demand, theory of the firm, and demand for labor and other factors of production.

Macroeconomics

Basics about how the aggregate economy behaves. In macroeconomics, a variety of economy-wide phenomena is thoroughly examined such as, inflation, price levels, rate of growth, national income, gross domestic product and changes in unemployment.

B. Focus on foundational elements of building business skills

- How to deal with business partners
- Communication skills: express ideas and views clearly, confidently and concisely
- Personal skills: how people manage and express themselves

C. E-business (electronic business)

Basics in buying and selling products, supplies and services; servicing customers; processing payments; managing production control; collaborating with business partners; sharing information.