

Business

Learning journey



What is Business?

Nature and Purpose of Business
Different Business Forms
External Environment

Unit 1

Unit 2

Managers, Leadership and Decision Making

Management and Leadership
Management Decision Making
Role of Stakeholders



Marketing

Marketing Objectives
Markets and Customers
STP
Marketing Mix

Unit 3

Unit 4

Operations

Operational Objectives
Operational Performance
Increasing efficiency and productivity
Improving Quality



Finance

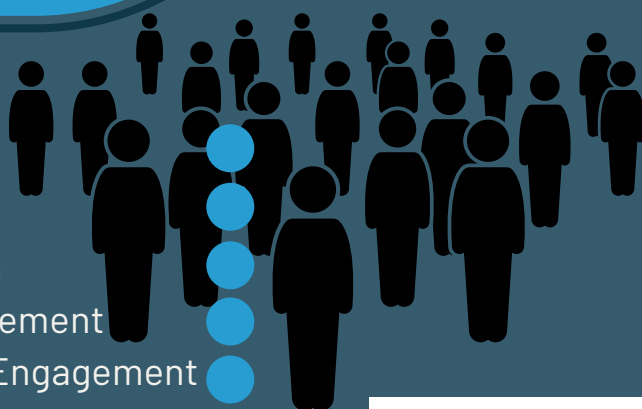
Financial Objectives
Analysing Performance
Sources of Finance
Cash Flow and Profit

Unit 5

Unit 6

Human Resources

HR Objectives
HR Performance
Organisational Design
Motivation and Engagement
Employer-Employee Engagement





Analysing the Strategic Position

- Mission, Objectives and Strategy
- Financial Ratios
- Overall Performance
- Political and Legal Change
- Economic Change
- Social and Technological
- Competitive Environment
- Investment Appraisal

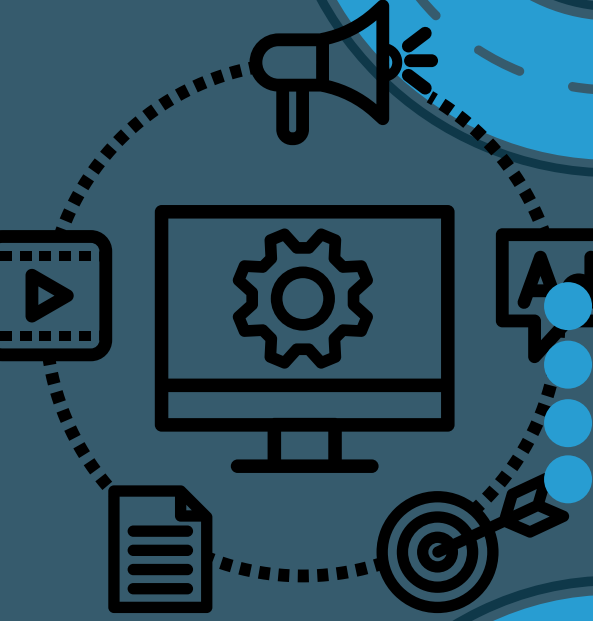
Unit 7



Unit 8

Choosing Strategic Direction

- Products and Markets
- How to compete



How to pursue strategies

- Change in Scale
- Innovation
- Internationalisation
- Digital Technology

Unit 9

Unit 10

Strategic Change

- Managing Change
- Operational Culture
- Managing Strategic Implementation
- Problems with strategy and why strategies fail



Final Preparation

Consolidation, Revision and Examination Preparation

Exams

- Paper One - Two Hours
- Paper Two - Two Hours
- Paper Three - Two Hours

Revision

