

Tárgytematika / Course Description

Business Studies

ANIFVC9035

Tárgyfelelős neve /

Teacher's name: Charomar Joao Ant3nio

F3l3v / Semester: 2017/18/2

Beszámolási forma /

Assesment: Folyamatos számonk3rés

Tárgy heti 3rasz3ma /

Teaching hours(week): 0/2/0

Tárgy f3l3ves 3rasz3ma /

Teaching hours(sem.): 0/0/0

OKTATÁS C3LJA / AIM OF THE COURSE

Business Studies is a mix of key economic, financial, management, marketing and other concepts to help students analyse and explain what they know instead of just recalling facts and figures. The aims of this course include:

- **Knowledge:** improve the students' ability to recall specific terms, techniques, principles and facts,
- **Comprehension:** enhance the students' ability to understand and interpret information presented in both written and graphical forms,
- **Application:** enable students to use their knowledge (of terms, techniques, etc.) to explain unfamiliar business matters and situations,
- **Analysis and synthesis:** improve the students' ability to distinguish between fact and opinion, to make generalisations, to reorganise information and to test hypotheses,

TANT3RGY TARTALMA / DESCRIPTION

Course Topics:

1. The market
2. Markets and competition
3. Macro-economic factors
4. Social and demographic influences
5. Technological influences
6. Business, law and society
7. Nature of business

8. Stakeholders and their objectives
9. Types and size of business
10. Business objectives
11. Government and business
12. Marketing objectives
13. The market and its segmentation
14. Product
15. Price
16. Promotion
17. Place
18. Market research
19. Workforce planning
20. Organization structure
21. Motivation in theory
22. Motivation in practice
23. Leadership
24. Scale of production
25. Methods of production
26. Capacity utilization
27. Production control
28. Stock control
29. Quality control
30. Use and preparation of accounts
31. Final accounts
32. Cash flow management
33. Costs and revenue
34. Break-even analysis
35. Budgeting

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Students will be assessed in writing and verbally

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory literature:

- Business Studies AS fast-track by Barry Brindley and Martin Buckley
- A level Business Studies by David Floyd

Recommended reading:

A level series of Business Studies publications