

## Tárgytematika / Course Description

### Business Studies

ANIFVC9035

Tárgyfelelős neve /

Teacher's name: Charomar Joáo Ant3nio

F3l3v / Semester: 2019/20/1

Beszámolási forma /

Assesment: Folyamatos számonk3rés

Tárgy heti 3rasz3ma /

Teaching hours(week): 0/2/0

Tárgy f3l3ves 3rasz3ma /

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

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### 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,

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### TANTÁRGY 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

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## **SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD**

Students will be assessed in writing and verbally

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## **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