

## Tárgytematika / Course Description

### Business Studies

KGNB\_TRTA055

Tárgyfelelős neve /

Teacher's name: Charomar Joáo António

Félév / Semester: 2020/21/1

Beszámolási forma /

Assesment: Folyamatos számonkérés

Tárgy heti óraszám /

Teaching hours(week): 0/2/0

Tárgy féléves óraszám /

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

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### OKTATÁS CÉLJA / AIM OF THE COURSE

Business Studies Syllabus

#### Course description:

Business Studies syllabus contains key economic, management, marketing, financial and other business concepts. The course places greater emphasis on explaining and analysing what the students know than on just recalling facts and figures. Popular headings in this course include:

- **Knowledge:** the student`s ability to recall specific terms, techniques, principles and facts,
- **Comprehension:** understanding which the students demonstrate by selecting and interpreting information (in both written and graphical forms),
- **Application:** the students use their knowledge (of terms, techniques, etc.) to explain unfamiliar business matters and situations,
- **Analysis and synthesis:** the students` ability to distinguish between fact and opinion, to make generalisations, to reorganise information and to test hypotheses,
- **Evaluation:** demonstrating reasoned judgement and reaching suitable conclusions.

## Course objectives:

There are three particularly important skill areas in Business Studies:

- **Communication:** tests and examinations in all subjects at this level expect the students to demonstrate a good standard of communication,
- **Numeracy:** (perform simple and complex calculations normally with the aid of a calculator, present and label tables and diagrams appropriately,
- **Data handling:** Business Studies tests and examinations ask the students to handle data. Questions require students to relate general theory and textbook points to the particular situation – the „data” – in the question.

The course aims at strengthening students` skills in these areas.

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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**

Assessment:

Students will be required to write two tests and prepare a business plan of a business organisation of their choice and present it. The final grade will be the average worked out from the results of the tests and the business plan.

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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