

## Tárgytematika / Course Description

### Business Studies

KGNB\_TRTA055

**Tárgyfelelős neve /**

**Teacher's name:** Charomar Joáo Ant3nio

**F3l3v / Semester:** 2021/22/2

**Beszámolási forma /**

**Assesment:** Folyamatos számonkérés

**Tárgy heti óraszám /**

**Teaching hours(week):** 0/2/0

**Tárgy f3léves 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.

## 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.

**Date of first test: March 22**

**Date of second test: April 26**

**Students will start presenting their business plans from March 29.**

**Evaluation: 60%(pass), 70%(satisfactory), 80%(good), 90%(very good)**

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## **KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

### **Compulsory literature:**

- Presentations uploaded on Moodle
- 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