

Tárgytematika / Course Description Business Studies

KGNB_TRTA055

Tárgyfelelős neve /

Teacher's name: Charomar Joáo António

Félév / Semester: 2023/24/2

Beszámolási forma /

Assesment: Folyamatos számonkérés

Tárgy heti óraszám /

Teaching hours(week): 0/2/0

Tárgy féléves óraszám /

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

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

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 14

Date of second test: April 18

Students will start presenting their business plans from April 26

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

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory literature:

- Presentations uploaded on Moodle and some sent by the lecturer directly to every single student participating in the course

- 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

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL