

## Business Management Proposal Elective G9+10

Course is intended as an introduction to the main business subjects including accounting, marketing and economics. The knowledge and understanding in each unit will be supported by a skills based, constructivist, “hands –on“ case study + research based project building research communication + presentation skills with specialisation in various areas of business including as accountancy, marketing and economics. There will also be a focus on case studies such as:

Sample Case Studies:

- Economic integration/European Union/ Brexit issues
- Marketing and advertising
- ECB: the role of the Euro in big business
- Start your own business

Course content:

Units:

### 1. Introduction

Types of economic system: Capitalism (market) vs Communist (Command) economy

- Features of economic systems: what, how and for whom?
- PPC

### 2. Business organization

- Types of organizations
- Stakeholders
- Growth strategies
- Management goals including profit, sales growth and sales revenue maximisation
- Sustainability and global responsibility of Multinational Corporation (MNC)
- Importance of economic integration: European Union

### 3. Human resource management

- Organizational structures in business
- Motivation in business organisations
- Successful firms: research

### 4. Finance and accounts

- Sources of finance
- Costs and revenues
- Break even analysis
- Final accounts
- Productive efficiency

- Budgets
- 5. Marketing
  - Role of marketing and advertising
  - Market research
  - The 4 P's (product, price, promotion and place)
  - International marketing and the role of MNC's in world business

Sample Case Studies:

- Successful Firms: how and why?
- Economic integration/European Union/ Brexit issues
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