

BUSINESS STUDIES

SENIOR 5 2008 Syllabus

UNIT 1

Review on units 1 through 6 from last year.

The market and marketing

- The meaning of market and marketing
- The objectives of marketing
- SWOT analysis
- Market segments
- The marketing mix

Market research

- Primary research
- Secondary research
- Accuracy of market research

Presentation of information

- Presentation of data from marketing research
- Alternative ways of presenting information for coursework

UNIT 2

The marketing mix: product and packaging

- The role of product
- Product development
- Branding
- The role of packaging
- The product life cycle

The marketing mix: price

- The role of price
- Price determination in a free market
- Pricing strategies

The marketing mix: promotion

- The role of promotion
- Advertising
- Promotion
- Personal selling
- Public relations
- Customer service

The marketing mix: place

- The role of place
- Channels of distribution
- Methods of transporting goods
- Drawing up a marketing plan

UNIT 3

Cash flow planning

- The importance of cash flow to business operations.
- The construction of a cash flow forecast.
- How to solve cash flow problems.

UNIT 4

Managing a business

- The main tasks of managers
- Management involves taking risks
- Management responsibilities in departments

Communication in business

- Effective communication
- Internal and external communication
- Different ways of communicating
- Communication nets
- Barriers to effective communication

Motivation at work

- Motivation theories
- Motivating factors
- Leadership
- Formal and informal groups

UNIT 5

Recruitment, training and human resources

- Human Resources department
- Recruitment and selection
- Training
- Manpower planning
- Recruitment and redundancy

Employee and employer associations

- Trade Unions
- Employers associations
- Industrial action
- Worker participation

UNIT 6

Factors affecting production

- Productivity
- Methods of production
- Stock control
- Lean Production
- Quality control and quality assurance

Factors affecting location

- Location of industry
- Manufacturing business
- Retailing business
- Relocating a business
- Services

UNIT 7

Business in the international community

- The international dimension
- Exchange rates
- International organizations
- Globalization
- Multinational business