

Session 1 SM 1 Syllabus and timetable

Session	Day	Date	Time	Hours	Subject matter	Textbook Chapter	Principal Topics			
1	Tuesday	17 Sept	09.00 - 12.00	3	What is business	1,2,3	The Nature of Business	The Economic Foundations of Business	Business Ethics & Social Responsibility	International Business & Trade
2	Wednesday	18 Sept	09.00 - 12.00	3	Types of business	4,5	Organizational Options	Small Business/Entrepreneurship	Franchising	Local/Glocal/Transnational
3	Friday	20 Sept	09.00 - 12.00	3	Management	6,7	The Nature and History of Management	Organization, Teamwork & Communications	Strategic and Business Planning	Corporate Governance
4	Tuesday	24 Sept	09.00 - 11.00	2	Review session 1					
5	Wednesday	25 Sept	09.00 - 12.30	3.5	Marketing	11	The Nature of Marketing	Developing a Marketing Strategy	Market Research & IT Systems	Buying Behaviours
6	Wednesday	2 Oct	09.00 - 12.30	3.5	Marketing Strategy	12,13	The Marketing Mix	Digital Marketing & Social Media	Customer Satisfaction	
7	Friday	4 Oct	09.00 - 11.00	3	Review session 2					
8	Wednesday	9 Oct	09.00 - 12.00	3	Operations - Service and Manufacturing	8	Operations Management	Planning & Designing Operations Systems	Supply chain Management	Managing Quality
9	Friday	11 Oct	09.00 - 12.00	3	Finance	14	The Accounting Process	Financial Accounting	Management Accounting	Audit & Control
10	Wednesday	16 Oct	09.00 - 12.00	3	Financial Management	16	Working Capital Management	Capital Budgeting & Investment Appraisal	Long-Term Financing	Investor Relations
11	Friday	18 Oct	09.00 - 12.00	3	Review session 3					
12	Wednesday	23 Oct	09.00 - 12.00	3	Human Resources	9,10	Employee Motivation	Managing Human Resources	High Performing Teams	People Satisfaction and Engagement
13	Friday	25 Oct	09.00 - 12.00	3	Review session 4					
14	Wednesday	30 Oct	11.00 - 12.30		Exam					