



The Course Outline

Unit 1: Introduction to Management

This unit forms the core of the course and provides students with the skills, vocabulary, knowledge, confidence and technique to analyse business texts and reports from newspapers, debate global business issues, prepare projects, research company case studies and give presentations.

Unit 2: Accounting

This unit aims to provide an introduction to basic accounting knowledge for the financial statement analysis.

Unit 3: Entrepreneurship

This unit will include the concept of entrepreneurship and finding opportunities.

Unit 4: Organisations

We will look at the tradition of organisational development and how this has affected modern day leadership and management in business organisations.

Unit 5: Marketing

This unit will involve a mixture of lectures, discussions and short case studies for analysis in class to give you an insight into some of the issues and tools in marketing for the 21st century.

Unit 6: Business at Work (including visits)

This unit is only offered on the 3 week course and gives students an opportunity to visit different types of operational businesses for a better understanding of a day-to-day production and management.