

CPD Course in Business Practice

Open Learning Programme Information

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| Programme Information | Course Outline | <p>1 Influences on Business Activity The different purposes of business organisation including profit, growth and recognition. Differences between public and private sectors. What is meant by opportunity cost. How consumer spending affects business. The impact of mergers, takeovers, integration and economies of scale on business. The importance of small firms. The role and importance of the financial sector and business insurance. How and why Government may seek to influence business organisations. The main economic indicators.</p> <p>2 The Functions and Organisation of Business The main functional areas within business organisations, their objectives and principal staff. Organisation charts, specialisation and the differences between large and small organisations. International organisations and how Government, law and communications affect their organisation. The roles of shareholders, Directors, managers, customers and others in the business organisation. The importance of new technology to the main functional areas.</p> <p>3 Business Management The purpose of business planning and the planning framework. Differences between strategic and operational plans and management. The need for financial information. Differences between financial and management accounting. Key financial terms. The importance of management information.</p> <p>4 Personal Contribution to Business Effectiveness Ways in which business performance can be improved. How the individual can contribute to business performance. The importance of individual targets. How teamwork can improve business performance.</p> <p>5 Business Values and Culture Mission statements, corporate image and identity and how they influence business culture. Different organisational cultures. What is meant by internal and external clients. How quality circles, customer satisfaction surveys and other measures can help to improve the quality of systems, products and services.</p> <p>6 Communication in Business Different forms and types of communication. Communication systems, fitness for purpose and other considerations. The impact of new technology on internal and external communications. The need for administrative systems and procedures and how they affect communications.</p> |
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