

Module	Unit	Topic	Learning Objectives	Assessment	Resources	Notes
Module 1: Introduction to Business	Unit 1: Business Environment	Business Environment	Understand the business environment and its impact on business operations.	Case Study Analysis	Textbook, Lecture Notes	
		Business Ethics	Understand the importance of business ethics and corporate social responsibility.	Group Discussion	Textbook, Lecture Notes	
Module 2: Marketing	Unit 2: Marketing Strategy	Marketing Strategy	Develop a marketing strategy for a business.	Marketing Plan Development	Textbook, Lecture Notes	
		Marketing Mix	Understand the 4Ps of marketing: Product, Price, Promotion, and Place.	Case Study Analysis	Textbook, Lecture Notes	
Module 3: Finance	Unit 3: Financial Accounting	Financial Accounting	Understand the principles of financial accounting and the accounting cycle.	Practical Exercises	Textbook, Lecture Notes	
		Management Accounting	Understand the principles of management accounting and how it is used to support decision-making.	Case Study Analysis	Textbook, Lecture Notes	
Module 4: Operations	Unit 4: Production Processes	Production Processes	Understand the different types of production processes and their characteristics.	Case Study Analysis	Textbook, Lecture Notes	
		Quality Management	Understand the importance of quality management and the tools used to improve quality.	Group Discussion	Textbook, Lecture Notes	
Module 5: Human Resources	Unit 5: Recruitment and Selection	Recruitment and Selection	Understand the recruitment and selection process and how to attract and select the best candidates.	Case Study Analysis	Textbook, Lecture Notes	
		Employee Development	Understand the importance of employee development and the methods used to develop employees.	Group Discussion	Textbook, Lecture Notes	
Module 6: International Business	Unit 6: Globalization	Globalization	Understand the concept of globalization and its impact on business.	Case Study Analysis	Textbook, Lecture Notes	
		International Trade	Understand the principles of international trade and the factors that influence trade flows.	Case Study Analysis	Textbook, Lecture Notes	

