# University Business

Syllabus Checklist ·

Tick one box per statement: ☐ not yet ☐ nearly ☐ confident. / /

## 1. Introduction to Business and Management

### 1.1 Organisations and stakeholders

☐☐☐ Organisations and stakeholders

### 1.2 Ownership and governance

☐☐☐ Ownership and governance

### 1.3 The external environment

☐☐☐ The external environment

### 1.4 Managers, management and decisions

☐☐☐ Managers, management and decisions

### 1.5 Business models and value creation

☐☐☐ Business models and value creation

### 1.6 Entrepreneurship

☐☐☐ Entrepreneurship

### 1.7 Evidence-based case analysis

☐☐☐ Evidence-based case analysis

## 2. Financial Accounting

### 2.1 The accounting equation and elements

☐☐☐ The accounting equation and elements

### 2.2 Double entry and ledgers

☐☐☐ Double entry and ledgers

### 2.3 Accruals and adjustments

☐☐☐ Accruals and adjustments

### 2.4 Financial statements

☐☐☐ Financial statements

### 2.5 Cash flow statements

☐☐☐ Cash flow statements

### 2.6 Ratios and their limits

- ☐☐☐ Ratios and their limits

## 3. Principles of Microeconomics

### 3.1 Scarcity and opportunity cost

- ☐☐☐ Scarcity and opportunity cost

### 3.2 Demand and supply

- ☐☐☐ Demand and supply

### 3.3 Elasticity

- ☐☐☐ Elasticity

### 3.4 Production and costs

- ☐☐☐ Production and costs

### 3.5 Market structures

- ☐☐☐ Market structures

### 3.6 Market failure and intervention

- ☐☐☐ Market failure and intervention

## 4. Principles of Macroeconomics

### 4.1 National accounts

- ☐☐☐ National accounts

### 4.2 Growth and productivity

- ☐☐☐ Growth and productivity

### 4.3 Inflation and unemployment

- ☐☐☐ Inflation and unemployment

### 4.4 Money and banking

- ☐☐☐ Money and banking

### 4.5 Macroeconomic policy

- ☐☐☐ Macroeconomic policy

### 4.6 International linkages

- ☐☐☐ International linkages

## 5. Business Statistics

### 5.1 Data and sampling

☐☐☐ Data and sampling

### 5.2 Descriptive measures and visualisation

☐☐☐ Descriptive measures and visualisation

### 5.3 Probability and distributions

☐☐☐ Probability and distributions

### 5.4 Sampling distributions and estimation

☐☐☐ Sampling distributions and estimation

### 5.5 Hypothesis testing

☐☐☐ Hypothesis testing

### 5.6 Regression and correlation

☐☐☐ Regression and correlation

### 5.7 Decision limitations

☐☐☐ Decision limitations

## 6. Managerial Accounting

### 6.1 Cost behaviour

☐☐☐ Cost behaviour

### 6.2 Cost-volume-profit analysis

☐☐☐ Cost-volume-profit analysis

### 6.3 Costing systems

☐☐☐ Costing systems

### 6.4 Budgeting

☐☐☐ Budgeting

### 6.5 Variance analysis

☐☐☐ Variance analysis

### 6.6 Relevant-cost decisions

☐☐☐ Relevant-cost decisions

## 7. Principles of Marketing

### 7.1 Marketing research

☐☐☐ Marketing research

### 7.2 Segmentation and positioning

☐☐☐ Segmentation and positioning

### 7.3 Product and value

☐☐☐ Product and value

### 7.4 Pricing

☐☐☐ Pricing

### 7.5 Channels Channels

☐☐☐ Channels

### 7.6 Promotion and digital measurement

☐☐☐ Promotion and digital measurement

### 7.7 Marketing ethics

☐☐☐ Marketing ethics

## 8. Organisational Behaviour and HRM

### 8.1 Individual behaviour and perception

☐☐☐ Individual behaviour and perception

### 8.2 Motivation

☐☐☐ Motivation

### 8.3 Teams

☐☐☐ Teams

### 8.4 Leadership and culture

☐☐☐ Leadership and culture

### 8.5 Recruitment and development

☐☐☐ Recruitment and development

### 8.6 Performance and change

☐☐☐ Performance and change

### 8.7 Inclusion and ethics

☐☐☐ Inclusion and ethics

## 9. Corporate Finance

### 9.1 Time value of money

☐☐☐ Time value of money

### 9.2 Cash flows and valuation basics

☐☐☐ Cash flows and valuation basics

### 9.3 Investment appraisal

☐☐☐ Investment appraisal

### 9.4 Risk and return

☐☐☐ Risk and return

### 9.5 Cost of capital

☐☐☐ Cost of capital

### 9.6 Financing and working capital

☐☐☐ Financing and working capital

## 10. Operations Management

### 10.1 Processes and capacity

☐☐☐ Processes and capacity

### 10.2 Quality

☐☐☐ Quality

### 10.3 Inventory

☐☐☐ Inventory

### 10.4 Forecasting

☐☐☐ Forecasting

### 10.5 Supply chains

☐☐☐ Supply chains

### 10.6 Project management

☐☐☐ Project management

### 10.7 Sustainability in operations

☐☐☐ Sustainability in operations

## 11. Business Law and Ethics

### 11.1 Legal systems and jurisdiction

- ☐☐☐ Legal systems and jurisdiction

### 11.2 Contract formation and breach

- ☐☐☐ Contract formation and breach

### 11.3 Business forms and liability

- ☐☐☐ Business forms and liability

### 11.4 Employment

- ☐☐☐ Employment

### 11.5 Intellectual property and data

- ☐☐☐ Intellectual property and data

### 11.6 Ethical reasoning in business

- ☐☐☐ Ethical reasoning in business

### 11.7 Governance cases

- ☐☐☐ Governance cases

## 12. Strategic Management

### 12.1 Industry and internal analysis

- ☐☐☐ Industry and internal analysis

### 12.2 Competitive strategy

- ☐☐☐ Competitive strategy

### 12.3 Corporate and international strategy

- ☐☐☐ Corporate and international strategy

### 12.4 Implementation and organisation

- ☐☐☐ Implementation and organisation

### 12.5 Strategy under uncertainty

- ☐☐☐ Strategy under uncertainty

### 12.6 Integrated case

- ☐☐☐ Integrated case