

1. Professor: Mr PETER RICHARDSON

2. Overview and objectives

Describing the conduct of business, developing and defending business solutions

A general knowledge of how business is organized and carried on, good sense applied to basic business decisions

3. Targeted skills

To acquire a practical sense of how business is carried on based on a knowledge of the types of enterprise, their internal organization and their internal and external circuits (clients, suppliers and partners); the objectives of business activity as expressed by financial statements, ratios, gearing etc.; notions of micro-economics, supply and demand and the decision-making process related to marketing and sales

4. Prerequisites

Good knowledge of English

5. Level: Bachelor 3

6. Course description and plan

Each session is themed and involves the presentation of information followed by discussion, practical tasks and the presentation of solutions to problems posed, a short case-study or a mini-project. The basic themes are:

- 1) Types of business organization
- 2) The internal and external circuits of business activity
- 3) Elements of finance and financial statements
- 4) Micro-economic notions
- 5) Commercialization decisions
- 6) Assessment

The course is partly themed on practical application and so on heuristic learning and teamwork.

7. Teaching methods

The course introduces formal information on each theme followed by practical tasks related to decision-making and implementation.

8. Examination and assessment

Written questions concerning description and decision-making (case-study) on the various themes

9. Bibliography

Course supports and business news publications