

Global Learning Semesters

Course Syllabus

Course: OFAD-181 Structure of Business II

Department: Management and MIS

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
OFAD-181	Structure of Business II	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	OFAD-180
Department	Level of Course	Language of Instruction
Management and MIS	Lower Division	English

Course Description

The aim of the course is to expand on the student's knowledge and general understanding of the main functions of business activity and the individual's contribution to the business organisation as gained in OFAD 180.

Prerequisites

OFAD-180

Topic Areas

The Role of Management

- Planning, directing and monitoring business activity.
- The need for finance and capital in a business organisation.
- The need for companies to record their financial activities.
- Information contained in the trading account, profit and loss account and balance sheet.

Business Values and Culture

- Purpose of company mission statements.
- Company standards and how they influence working practices.
- Good working practices when dealing with clients and customers.
- Factors which affect the public image of the business organisation.
- Ways in which a business organisation can enhance its corporate and market position through sales and marketing.
- Ways in which the individual employee can promote the business organisation.

Communication in Business

- Importance of effective communication within the business organisation.
- Main types of communication.
- Methods of internal and external communications.
- Advantages and disadvantages of types and methods.
- The impact of IT in the development of business communications.

Readings and Resources

Required Textbook

- How to Pass Business Practice Second level Chief Examiner LCCIEB ISBN 1-86247-006-5.