

Success in Financial Management (Week 1)

Monday

Financial Accounting

- The nature of financial information
- Users of financial information
- Measuring performance - the trading account
- Summarising the financial position - the balance sheet

Tuesday

Financial Accounting (contd.)

- Corporation tax and capital allowances
- The interpretation and analysis of company accounts

Wednesday

Management accounting

- Budgeting and budgetary control
- Cash flow forecasting and control
- Manufacturing accounts

Thursday

Management accounting (contd.)

- Cost accounting
- Analysing cost information

Friday

Management accounting (contd.)

- Profit Improvement
- Ending of the venture
- Applying accounting information

Success in Business Operations (Week 2)

- Monday** **Introduction to Business Operations**
- Operations & Strategy
 - The Operational Environment
 - The Supply Chain
 - Improving Performance
 - Measurement & Benchmarking
 - Managing Information
 - Decision Making
 - The Performance Pyramid
 - Risk Management
- Tuesday** **Employment Law in Practice**
- The English Legal System
 - Employment Tribunals
 - Breach of Contract
 - Role of ACAS
 - Recruitment
 - Employment Status
 - Employment Rights
 - Employment Contracts
 - TUPE
 - Unfair Dismissal
 - Discrimination
 - Leave and Related Entitlements
- Wednesday** **Business Operations**
- Managing Quality
 - Lean Tools
 - New Developments in Management
 - Management Techniques
 - Performance Management
 - Managing Change
 - People Management Skills
- Thursday** **Ranmoor Case Study**
- Friday** **Business Operations (contd.)**
- Entrepreneurship
 - Successfully Managing Business Operations

Success in Business Strategy & Marketing (Week 3)

- Monday** **Introducing Business Strategy**
- What is Strategy?
 - The Far Environment
 - The Near Environment.
 - Implementing Strategy
 - Implementing Change
 - Introductory Briefing for UNISIM Business Simulation
- Tuesday** UNISIM Business Exercise Financial Briefing
- Introduction to Marketing**
- The Marketing/Sales Relationship
 - Strategic Marketing. SWOT Analysis
 - Competition
 - Mission and objectives
 - Market research
 - The Marketing Mix – product, price and place
- Wednesday** **Introduction to Marketing (contd.)**
- The Marketing Mix - promotion
 - Public relations
 - Segmentation, targeting and positioning
 - Managing the corporate brand
 - The Business World
- Thursday** UNISIM Business Exercise
- Friday** UNISIM Business Exercise Presentations
- UNISIM Business Exercise Feedback
 - Final Debrief