SCHEME OF WORK – CFE HIGHER BUSINESS MANAGEMENT

Month	Unit	Торіс	No of	Unit
			periods	assessment
June	UB	Types of business		
		Functional areas		
		PESTEC		
		SWOT		
		Marketing Challenge		
		Market research – halls test, desk research		
August	UB	SWOT and PESTEC (old HG papers)	3	
		Product and Market orientation	1	
		Target marketing	2	
September	Marketing	Market research and sampling	3	Unit assess
		Qualities of information		
		Introduce assignment	1	
		Marketing Mix	3	Unit assess
		Branding	2	
		Product development	1	
		Product life cycle	1	
		Extension strategies	1	
		Product mix/portfolio	2	Unit assess
		Technology in marketing	1	Unit assess
		Pricing strategy	2	onit ussess
		Promotion above/below the line	1	
		Ethical marketing	1	
		Place – distribution channels into/out of	2	
		pipeline	2	
		Discussion re assignment	1	
		Boclair assessment including review	2	
Octobor	Operations		1	
October	Operations	Purchasing		Linit accord
		Stock centralised/decentralised	2	Unit assess
		JIT	1	
		Capital and labour intensive	2	
		Methods of production	2	Unit assess
		Outsourcing	1	11.11.11
		Quality and Quality standards	2	Unit assess
		Key in assignment	1	
		Mystery shopper	1	
		Logistics	1	
		Fair trade/Ethics	1	
		Technology in Operations	1	Unit assess
		Boclair assessment including review	2	
November	Management	Manpower planning	1	
	of People	Recruitment	2	
		Selection	1	
		Training	2	Unit assess
		Appraisal	2	
		Motivation	2	Unit assess
		Leadership styles	1	

		Employee relations	2	Unit assess
		Legislation	1	Unit assess
		Trade union	1	
		Grievance/dismissal procedures	1	
		Boclair assessment including review	2	
December	Finance	Role of finance		
		Sources of finance	2	Unit assess
		Users of financial statements	1	
		Income statement	1	
		Statement of financial position	1	Unit assess
		Cash budgeting	3	
		Ratio analysis	3	Unit assess
		Technology in Finance	1	
		Boclair assessment including review	2	
January	UB	Tall/flat	1	
	Internal	Centralised	1	
	Organisation	Decentralised	1	
		Matrix		
		Entrepreneurial	1	
		Groupings	2	Unit assess
		Revision for prelim	6	
February	UB	Review prelim	4	
		Sectors of industry		
		Types of business revision		
		Sectors of the economy	2	Unit assess
		Objectives	1	Unit assess
		Growth	1	
		De merger/divestment/asset stripping	2	
		Revise Internal factors and PESTEC	2	Unit assess
		Stakeholders and conflict	2	Unit assess
		Assignment completed		
March	UB	Types of decisions		
	Decision	Theory of SWOT		
	Making	Decision making model?		
	0	Factors affecting decision making		
		Role of the manager		
		Past paper revision – timed essays		
April	Revision	Past paper questions		
				1