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- The Role of Operations Management

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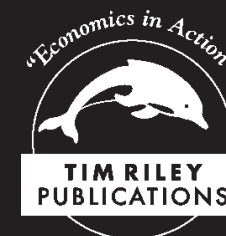
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The Nature of Business:
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Business Growth and Decline:
Stages of the Business Life Cycle

Case Study of a Business Brand:
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March/April 2011

Managing Change:
Responding to Internal and External Influences

The Nature of Management:
Management Skills and Business Functions

Case Study of a Business Brand:
Apple

May/June 2011

Financial Management: *Working Capital, Cash Flow and Profitability Management*

The Management of Funds:
Borrowing Debt and Equity Finance

Case Study of a Business Brand:
Intrepid Travel

July/August 2011

The Business Planning Process:
Vision, Goals and Objectives

Business Success and Failure:
Influences and Issues Affecting SMEs

Case Study of a Business Brand:
Subway

September/October 2011

Developing Marketing Strategies:
Product, Price, Promotion and Distribution

Elements of a Marketing Plan:
Situational Analysis and Marketing Objectives

Case Study of a Business Brand:
Virgin

November/December 2011

The Role of Operations Management:
Key Influences on Operations Management

Operations Strategies: *Performance Objectives and Supply Chain Management*

Case Study of a Business Brand:
Fujitsu