

AS LEVEL BUSINESS STUDIES SYLLABUS

MONTH	UNIT	CHAPTER
JULY	Business and its environment	<ul style="list-style-type: none"> Enterprise Business structure Size of business Business Objectives Stakeholders in a business
AUGUST	People in organization Marketing	<ul style="list-style-type: none"> Management and Leadership Motivation Human resource management What is Marketing
SEPTEMBER	Marketing	<ul style="list-style-type: none"> Market Research HALF YEARLY EXAMINATION
OCTOBER	Marketing Operations and Project Management	<ul style="list-style-type: none"> The marketing mix- Product & Price The marketing mix- Promotion and Place The nature of operations
NOVEMBER	Operations and Project Management Finance and Accounting	<ul style="list-style-type: none"> Operations planning Inventory Management Business Finance
DECEMBER	Finance and Accounting	<ul style="list-style-type: none"> Costs Accounting Fundamentals Forecasting and managing cash flows
JANUARY	Business and its environment	REVISION FOR AS EXAMINATION <ul style="list-style-type: none"> Business Structure Size of Business
FEBRUARY MARCH	REVISION FOR AS EXAMINATION	