

Term 1			
Proposed Date/Week	Unit/Section	Topic	Modules
Week 1	UNIT 2: APPLICATIONS IN MANAGEMENT	1	Production process - Major decisions
Week 2	MODULE 1: PRODUCTION AND OPERATIONS MANAGEMENT	2	Forecasting techniques
Week 3		3	Product design strategies
Week 4		4	Capacity planning;
Week 5		5	Production layout process strategies
Week 6		6	Costing - production
Week 7		7	Inventory management
Week 8		8	Lean production and quality management
Week 9		9	Productivity - methods of measuring and improving
Week 10		10	Project management.
Week 11	MODULE 2: FUNDAMENTALS OF MARKETING	1,2	Marketing concepts, Implications of various marketing concepts
Week 12		3	Micro- and macro- environments - effects on the marketing strategy
Week 13			Revision
Week 14			
Week 15			

Term 2			
Week 1		4	Marketing research
Week 2		5,6	Market segmentation; Product management;
Week 3		7,8	Pricing strategies; Distribution;
Week 4		9,10	Promotion, Internet marketing decisions
Week 5	MODULE 3: SMALL BUSINESS MANAGEMENT	1	Nature and characteristics of entrepreneurship;
Week 6		2	Business organisations and economic systems
Week 7		3	Criteria for measuring size and growth of business
Week 8		4	Small businesses - challenges and opportunities
Week 9		5	Assistance to small businesses
Week 10		6	Business plan
Week 11			Revision
Week 12			

Term 3			
Week 1			Revision
Week 2			Revision
Week 3			Revision
Week 4			
Week 5			
Week 6			
Week 7			
Week 8			
Week 9			
Week 10			
Week 11			
Week 12			