

<p>TERM TWO:</p> <p>UNIT 3. MARKETING</p>	<ul style="list-style-type: none"> • MARKETING,COMPETITION AND THE CUSTOMER • MARKET RESEARCH • MARKETING MIX • MARKETING STRATEGY 	<p>BYOD: Activity 1</p> <p>Students in a group will take any successful multinational company and will research on how company increases sales , how Market segmentation is done and will make chart work on how they used marketing mix for advertising.</p> <p>Activity 2 Students will be sitting in a team of 6. Each team will do research on what marketing strategy is used by Proctor and Gamble as they are considered as best in terms of sales and profit.</p> <p>Activity 3.</p> <p>Students will prepare power point presentation on Methods of primary and secondary research in a team. All students will be in a team of 4 students.</p>
<p>TERM THREE:</p> <p>UNIT 5</p>	<ul style="list-style-type: none"> • BUSINESS FINANCE FINANCE:NEEDS AND SOURCES • CASH-FLOW FORECASTING AND WORKING CAPITAL • INCOME STATEMENTS 	<p>Activity 1. Students will be given time to settle in a team of 5 and will be asked to find internal and external sources of finance for fund lacking companies.</p> <p>Activity 2</p>

FINANCIAL INFORMATION AND DECISIONS	<ul style="list-style-type: none">• STATEMENT OF FINANCIAL POSITION• ANALYSIS OF ACCOUNTS	<p>Students will be divided into three teams .</p> <p>Each team will take two financially strong companies and will download the final accounts of companies from internet and will learn how to find cash flows and how balance sheet is compared and accounts are analyzed.</p>
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