

## Course: Principal Areas of Business 2

credits: 3

<b>Course code</b>	IBVP15PAB2A	<b>Modes of delivery</b>	Tutorial
<b>Name</b>	Principal Areas of Business 2	<b>Assessments</b>	Principal Areas of Business 2 - Computer, organised by STAD examinations
<b>Study year</b>	2022-2023		
<b>ECTS credits</b>	3		
<b>Language</b>	English		
<b>Coordinator</b>	J. Wang		

### Learning outcomes

For a service, manufacturing or trading company the student has the basic knowledge and skills to:

- construct and interpret a cash flow statement
- explain the main elements of working capital
- compute and calculate:
  - the cash conversion cycle
  - the cost of credit terms
  - the ability to pay current liabilities
- understand and define the definitions and concepts of innovation, invention and entrepreneurship
- define the different stages in innovation management and the factors influencing these stages
- understand and explain the sources of innovation and how to capture value from innovation projects
- describe specific key terms and variables of motivational theories
- understand how the organizational system and structure affects human behaviour
- describe the role that Inventory Management plays in Logistics and Supply Chain decision making and apply a variety of methods of setting appropriate Inventory Levels in situations of uncertain demand and /or supply
- apply various methods of analyzing a company's inventory situation (ABC & Quadrant methods) and use the resulting information to make appropriate inventory management decisions

Competencies from the Framework Competencies IBMS:  
TWM23-1, TWM20-1, TWM19-1

### Content

Students will build on the knowledge gained in the first period and further explore the principal areas of business, focusing on process improvement.

### Included in programme(s)

International Business 3 Year

### School(s)

International Business School

share your talent. move the world.