

LEVEL 12 GENERAL BUSINESS 1097-1108

- 1097 Introduction to business. Seeing how the individual, family nation and world are involved
- 1098 Consumer behavior. Income, motives for buying, influence of advertising
- 1099 How business sells to the consumer. Manufacturing, quality control, transporting the product, pricing factors, satisfying the consumer
- 1100 Individuals in the world of business. The consumer, the worker, the manager, the personnel
- 1101 Corporations. The charter, the directors, management and labour, and organization
- 1102 Careers in business. Professions, occupations, salaries and wages, benefits, planning a career
- 1103 Production. Types, control and organization, facilities, inventory control
- 1104 Business relationship with a Labour government. Labour unions, collective bargaining, federal regulation, taxation, community relations
- 1105 Human needs in business. Job specialization and enrichment, leadership styles, meeting of human needs
- 1106 Banking. Commercial banking, the national Reserve, savings and loan institutions, insurance companies, investment bankers
- 1107 Capital. Assets, working capital, equity capital, borrowed capital, budget, records
- 1108 International business - the reasons for it and the problems that hinder it