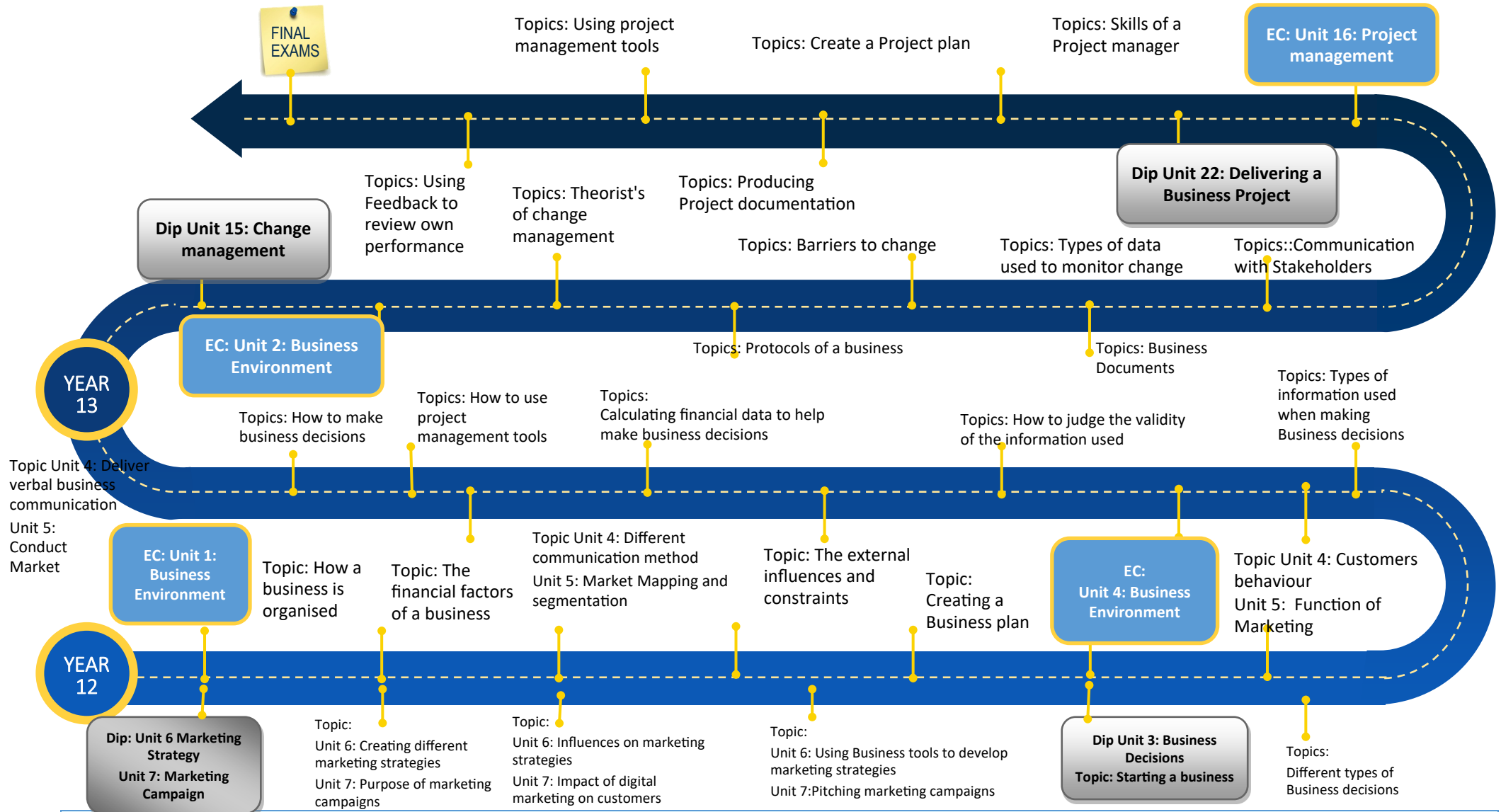




WHAT DO WE RETURN TO ON OUR LEARNING JOURNEY?

Concepts/ Ideas	Skills
Interpreting financial information: How and why these are used in order to inform business decisions and strategy	Knowledge —of key concepts, models and theories.
Marketing: How and why Businesses bring awareness of their product/service	Application -to a wide range of business context
Communication—The role of communication within a business	Analysis —explaining the cause and effect of strategic business decisions.
Management—how Businesses implement management to reach objectives of the business	Evaluation — based on a range of quantitative and qualitative data.
External influences—the analysis of external factors and the impacts on a business	Communication/team collaborations