



WHAT DO WE RETURN TO ON OUR LEARNING JOURNEY?

Major Concepts/ Ideas	Skills
Markets: Domestic, Competitive, Saturated and International.	Knowledge —of key concepts, models and theories.
Interpreting financial information: How and why these are used in order to inform business decisions and strategy	Application -to a wide range of business context
Strategic decision making.	Analysis —explaining the cause and effect of strategic business decisions.
How should performance be judged?	Evaluation — based on a range of quantitative and qualitative data.
The role of the employee in driving business success.	Holistic Links —between theories, concepts, models and themes.