

BUSM 7044 INFORMATION FOR BUSINESS

Credit Points 10

Legacy Code 200726

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Description This subject examines the information requirement for effective marketing decisions. The subject explores approaches managers can use to identify information requirements and then to use different financial, environmental and market information. Topics include interpretation of business performance, preparation of marketing forecasts and budget allocations.

School Business

Discipline Business And Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects LGYA 4630 - Marketing Research LGYA 4627 - International Business Research

Restrictions

Students must be enrolled in a postgraduate program.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Formulate business objectives and identify data needs
2. Identify data that is needed for specific decision making.
3. Interpret information to make business decisions
4. Develop forecasts and budget for marketing activities

Subject Content

What is knowledge?

Nature of marketing decisions

Developing financial, environmental, and market indicators

Evaluating business performance and opportunities

Marketing forecasts and budgets

Prescribed Texts

- Fleisher, C & Bensoussan, B 2007, Business and competitive analysis methods, Wharton School Pub, ACM Online Book Program.

Teaching Periods