

SCUOLA INTERNAZIONALE EUROPEA STATALE

"ALTIERO SPINELLI"

e-mail: segretscuolaeuropa@tiscali.it

http: www.istitutoaltierospinelli.com

SECONDARIA 1° GRADO

PRIMARIA
Via San Sebastiano Po, 6 – 10132 TORINO

☎ 011/898.02.68

C.so Tortona, 41 - 10153 TORINO

☎011/01132025

SECONDARIA 2° GRADO
Via Figlie dei Militari, 25 – 10131 TORINO

☎011/839.95.52

LICEI SCIENTIFICI

IGCSE BUSINESS STUDIES

ANNO INTERO ALL'ESTERO

1_ Marketing

- Marketing, competition and the customer spending patterns
- Market research
- Marketing mix (PPPP)
- Marketing strategy (e-commerce included)

2_ Operations management

- Production of goods and services
- Costs, scale of production and break-even analysis
- Achieving quality production (kaizen, QA and quality control)
- Location decisions

3_ Financial information and decisions

- Business finance: needs and sources
- Cash-flow forecasting and working capital
- Income statements (P&L)
- Balance sheets
- Analysis of accounts

4_ External influences on business activity

- Government economic objectives and policies (business cycle, taxes, government policies)
- Environmental and ethical issues
- Business and the international economy (globalisation, trade and exchange rates)

Il Dipartimento di Matematica