HKICPA M4 商业管理 · 教材结构思维导图

Business Management | 官方教材（第 4 版）全部 0 章 / 11 章 • 教材共 495 页

本单元在学什么：组织、运营、人力、营销与国际化，覆盖面最广的一门通识

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Purpose of a Business • Nature of Business • Stakeholders • Internal Environment …

Chp 2 Competitive Analysis

The Roles and Functions of Management • Strategic Framework and Tools

Chp 3 Organisational Structure

Overview of Organisational Structures • Business Functions • Levels of Management • Decision making …

Chp 4 Organisational Behaviour

Theory of Motivation • Types of Motivation • Negative Motivat…

Chp 5 Production and Operations Management - Manufacturing Entities

Nature of Making Products • Production Considerations • Top (Strategic) Decision making • Middle (Tactical) Decision making…

Chp 6 Service Organisations and Management

Characteristics of Service • Quality Service • The Pick Two Relationship • Retail Service …

Chp 7 Financial Management

Short-term and Long-term Finances • Funding Projects • Financial Decisions and Stakeholders in Financial Considerations • Financial Management and Accounting …

Chp 8 Human Resource Management

Specific Functions of Human Resource Management

Chp 9 Control Systems, Risks and Recovery

Risks and Controls • Effective Control Systems

Chp 10 Marketing and Management

Concepts of Marketing • Market Segmentation, Targeting and Positioning • The Four ‘Ps’ of Marketing for Tangible Goods • Marketing Research

Chp 11 International Business and Management

Issues (Key Characteristics) of International Business • Opportunities in International Business • Globalisation • Glossary of Terms

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