



- HL** 3.4 Budgeting
- 3.5 Final accounts
- 3.6 Ratio analysis

#### **Topic 4: Marketing**

- 4.1 The role of marketing
- 4.2 Marketing planning
- 4.3 Product
- 4.4 Price
- 4.5 Promotion
- 4.6 Place (distribution)
- 4.7 International marketing
- 4.8 E-commerce

#### **Topic 5: Operations management**

- 5.1 Production methods
- 5.2 Costs and revenues
- 5.3 Break-even analysis
- 5.4 Quality assurance
- 5.5 Location
- HL** 5.6 Innovation
- 5.7 Production planning
- HL** 5.8 Project management

### **HL only**

#### **Topic 6: Business strategy**

- Stage 1: Strategic analysis
- Stage 2: Strategic choice
- Stage 3: Strategic implementation