

BUSINESS INFORMATION

Course Director: Chris Murphy

Programme

09.30	Registration and coffee
09.45	Introduction
10.00	The Business Environment - legal forms for carrying on business and their implications for the researcher
10.45	Company Financial Statements - contents and significance
11.30	Coffee
11.45	Other Company Reporting
12.15	Financial Information - share prices, stock market indices, exchange and interest rates and commodity prices
12.45	Lunch
13.30	Product and Market Information - who makes/does what? Approaches to analysing markets and getting the most from market research
14.00	Understanding and Using Business Statistics
15.00	Tea
15.15	Biographical Information and Official Sources of Business Information - finding personal data and effective use of governmental and other public bodies to obtain useful material
16.00	Overseas Sources - the varying quality of foreign sources, finding the best ones and handling the weaker sort
16.45	'Help, I'm stuck and stranded!'
17.00	Close of course