

**HARWOOD SCHOOL**  
**BUSINESS 3 CB – Perfil de Egreso 2019**

**SECTION 1: UNDERSTANDING BUSINESS ACTIVITY**

- Business activity
- Enterprise, business growth and size
- Types of business organisation

**SECTION 2: PEOPLE IN BUSINESS**

- Motivating workers
- Organization and management
- Recruitment, selection and training of workers

**SECTION 3: MARKETING**

- The marketing mix: product
- The marketing mix: price
- The marketing mix: promotion and technology in marketing
- The marketing mix: place