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Administration and management of legal issues

Strategic planning and business organisation

- Business strategy, planning and control
  - Types of business strategies for SMEs
    - Integrated low-cost / differentiation strategy
    - Cost leadership
    - Diferentiation
    - Focused differentiation
    - Focused low-cost
  - Organization, performance and growth plans
    - Planning
      - Short-term
      - Long-term
    - Control
      - Taking remedial actions
      - Comparison of actual and standard performance
      - Establishment of standards
      - Measurement of performance

Business Economics

- Managerial actions
  - Financial situation
  - Economic situation
- Planning and Control System
- Action Plan
- Budget and reporting
  - Business Budget
  - Help from Accountant
  - Do It Yourself

Legal issues

- Data privacy and safety
- National and international law
- Tax and labour law
- Industrial law and intelectual property rights
- Administrative law and public procurement