

Statement of participation

Muhammad Tariq Arif Hussain

has completed the free course including any mandatory tests for:

Stakeholders in marketing and finance

This 2-hour free course explored the idea of customers and stakeholders for financial information and ways to identify their needs and expectations.

Issue date: 2 June 2022



www.open.edu/openlearn

This statement does not imply the award of credit points nor the conferment of a University Qualification.
This statement confirms that this free course and all mandatory tests were passed by the learner.

Please go to the course on OpenLearn for full details:

<https://www.open.edu/openlearn/money-business/accounting-finance/stakeholders-marketing-and-finance/content-section-0>

COURSE CODE: B629_1

Stakeholders in marketing and finance

<https://www.open.edu/openlearn/money-business/accounting-finance/stakeholders-marketing-and-finance/content-section-0>

Course summary

This free course, Stakeholders in marketing and finance, comprises two sections introducing the idea of customers and stakeholders for financial information. It also contains two activities in which learners are asked to relate the ideas discussed to their own work practice.

Learning outcomes

By completing this course, the learner should be able to:

- understand and identify customers, consumers and clients and their needs and expectations
- apply these ideas to a work context and recognise customers, consumers and clients and their needs and expectations
- understand and identify financial stakeholders of an organisation and their information needs
- apply these ideas to a work context and recognise the organisation's financial stakeholders and their information needs.

Completed study

The learner has completed the following:

Section 1

1 Introduction to customers, consumers and clients

Section 2

2 Introduction to Financial Stakeholders

Section 3

Conclusion