Higher Business Management

# Course Rationale

Business plays an important role in society. We all rely on businesses to create wealth, prosperity, jobs and choices. Therefore, it is essential for society to have effective businesses and business managers if they are to sustain this role. The purpose of the Course is to highlight the ways in which large organisations operate and the steps they take to achieve their strategic goals. This purpose will be achieved by combining theoretical and practical aspects of learning through the use of real-life business contexts.

# Course Content

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| **Understanding Business**  The Role of Business in Society  Types of Organisations  Objectives  Methods of Growth  External Factors  Internal Factors  Business Structures  Stakeholders  Decision Making | **Management of Marketing & Operations**  Marketing and Customers  Market Research  Marketing Mix – Product, Price, Place & Promotion  Extended Marketing Mix – People, Process and Physical evidence  Inventory Management  Production Methods  Quality  Ethical and Environmental  Technology | **Management of People and Finance**  Recruitment and Selection  Training  Employee Relations and Legislation  Motivation and Leadership  Sources of Finance  Cash Budgeting  Financial Statements  Ratio Analysis  Technology |

# Skills

**The following summarise the ‘main’ skills being developed throughout this course**

* applying knowledge and understanding (impact of business activities on society)
* applying ideas and decision making (solving strategic business-related problems)
* communication (using ideas and opinions from a range of information)
* enterprise (understanding entrepreneurial attributes leading to business success)
* analytical skills (data from a variety of sources and interpreting within a given context, to include financial data, draw conclusions and make recommendations)
* leadership (through exploring leadership styles and how they can be used to enhance the contribution of staff to business success)

# Course Assessment

Question Paper – 75% (sat at the exam diet in May)

Assignment – 25% (carried out in class, in March and sent to the SQA to be marked)

# Progression

Successful candidates can progress onto Advanced Higher, or; choose an alternative subject offered by the faculty at either National 5 or Higher level

# Career Pathways

Management is required in many industries across all sectors (eg; Finance, Banking, Hospitality, Charities) and this course helps to develop an understanding of what would be involved in any managerial position.