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

|  |  |  |
| --- | --- | --- |
| **Understanding Business**The Role of Business in SocietyTypes of OrganisationsObjectivesMethods of GrowthExternal FactorsInternal FactorsBusiness StructuresStakeholdersDecision Making | **Management of Marketing & Operations**Marketing and CustomersMarket ResearchMarketing Mix – Product, Price, Place & PromotionExtended Marketing Mix – People, Process and Physical evidenceInventory ManagementProduction MethodsQualityEthical and EnvironmentalTechnology | **Management of People and Finance**Recruitment and SelectionTrainingEmployee Relations and LegislationMotivation and LeadershipSources of FinanceCash BudgetingFinancial StatementsRatio AnalysisTechnology |

# 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.