

BUSINESS MANAGEMENT – HIGHER

What are the aims of this course

The study of Business Management develops an awareness of the key elements of management within the context of the business as a whole. It has been devised to enable you to develop and enquiring mind in relation to business activity within the UK economy and also on a global scale. Not only is this course extremely useful if you intend pursuing a business or management related college or university course, but it will also arm you with the first tools necessary to become effective employees and possibly entrepreneurs of the future.

What are the recommended entry levels for this course?

Ideally you will have already passed Business Management at National 5. Alternatively, by the time you start this course you will have passed your Higher English or have passed National 5 English and be working towards the Higher

***** Please note, many previous pupils have studied Higher Business Management as a “crash” with NO previous business experience and attained A’s and B’s. This Higher has a great deal of content & theory and so you need to be skilled in research and written work to cope with the demands of the course*****

What content is included in this course?

Course Details: This course has 3 mandatory units

Understanding Business *This unit looks at:*

- Sectors of industry, types of business organisations, business objectives, internal & external factors that affect decision making, business structures and stakeholder interest, conflict and resolution.

Management of Marketing and Operations *This unit looks at*

- Market research, the “marketing mix” - product, price, place & promotion (Marketing)
- Stock management, production methods, quality and the costs/benefits of fair trade activities, environmental responsibility and operating ethically (Operations)

Management of People and Finance *This unit looks at*

- Recruitment & selection of staff, training, motivation and leadership (Human Resources)
- Sources of finance, financial records (including cash budgets, profit & loss accounts and balance sheets) and financial analysis

For all topics you will also look at how businesses use technology to support the different functions

What skills will I develop?

The course promotes the development of problem solving and decision making skills within a business setting. You will also develop your research, communication and analytical and evaluative skills as you apply your knowledge and understanding of the theory of business

What learning and teaching approaches will I experience?

- Active and open ended learning activities such as research, case studies and presentation tasks
- Use of real-life contexts including business news to exemplify your skills, knowledge & understanding
- ICT including web-based resources, multi-media (eg youtube & video clips) and Microsoft Office business software (word, spreadsheets, powerpoint etc)
- Field trips, visits and input by external contributors
- Discussion and informed debate

How will I be assessed?

- Each “Outcome” will be assessed in a variety of different ways and to best meet your learning needs. You need to pass ALL the outcomes and the external exam to gain an overall SQA Higher award.
- Assessment examples:- multiple choice questions, short written responses, participation in group work & discussions, oral presentation, extended response essay type questions, exemplifying concepts using diagrams and interpreting numerical data
- There is a business investigation (worth 30% of your overall mark) to be completed in January (in class)

What are the homework requirements?

- Homework will be issued on a weekly basis.
- There is also an expectation that you will thoroughly revise everything you have learned in class.

What are the possible progression routes?

- Advanced Higher Business Management or relevant component units
- Further study, employment and/or training