



Higher Business Management

Business and enterprise are at the heart of national growth and development, and this is reflected in the Business Management course. It offers pupils the opportunity to develop their crucial skills and knowledge which will allow them to access, understand and contribute to the dynamic and complex business environment in which we live.

BUSINESS MANAGEMENT (Higher)

What are the aims of this course?

The aims of this course are to provide opportunities:

- To develop knowledge and understanding of the ways in which society relies on business to satisfy needs
- To understand a range of methods businesses use to ensure customers' needs are met
- To develop an understanding of enterprise skills and attributes by providing opportunities to study relatively complex business issues
- To understand business related financial matters
- To understand the ways businesses can use resources to achieve maximum efficiency
- To understand the steps taken by business to improve overall performance and effectiveness
- To develop knowledge and understanding of the main effects that external influences, such as economic impact and sustainability, have on organisations

What are the recommended entry levels for this course?

National 5 Business Management **and/or** the informed decision of the Principal Teacher of Business Education.

What content is included in this course?

There are 3 units studied:

Understanding Business – understanding of the ways in which organisations satisfy customers' needs and contribute to generating wealth; understanding key business theories and concepts

Management of Marketing and Operations – evaluate complex factors influencing the management of marketing and operations

Management of People and Finance – analyse influences on Human Resources and Financial Management and strategies to improve performance

What are the homework requirements?

Homework will be issued at least once per week (where appropriate) and will include the following activities:

- Answering written questions (theory based)
- Learning necessary facts and reading over notes
- Preparing research for class use

Pupils will be expected to produce and submit homework of a very high standard.

What are the possible progression routes?

This course leads on naturally to Advanced Higher Business Management. In terms of entry to College and University, this course provides an excellent base for all College and University courses that include either a business or research based element.

What skills will I develop?

As business underpins all types of employment you will develop the skills that will enable you to integrate into the World of Work which will also benefit society and provide you with the opportunity to become future managers.

What learning and teaching approaches will I experience?

Integrated and varied approach to learning and teaching. Each method will be individually tailored to the units within the course. These approaches will be a combination of teacher-led, group working and whole class discussions and will be enhanced by use of the interactive whiteboard.

How will I be assessed?

The course assessment for Higher Business Management consists of two component parts:

- **Question Paper – 90 marks (75%)**
- **External Assignment – 30 marks (25%)**

The question paper is designed to assess the competence of the candidate to demonstrate their knowledge and understanding of the course linking their answers to business concepts. Real life case studies are used to further examine the depth of their understanding of the core concepts and how to apply appropriate solutions to the issues raised.

The assignment is designed to provide candidates with the opportunity to demonstrate their understanding of how each unit fits into a working context showing how they apply their findings to a topic chosen from within the course units. The assignment further challenges and stretches candidates to develop a practical set of solution focussed designs in order for their chosen business to implement in order to improve.