Faculty of BEICT & Enterprise

Higher Business Management

SCQF – Level 6 – 24 Credit Points

Course outline

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 Units

Understanding Business	**Management of Marketing & Operations**	**Management of People and Finance**
The Role of Business in Society Types of organisations Objectives Methods of Growth External Factors Internal Factors Business Structures Stakeholders Decision making	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	Recruitment and selection Training Employee relations and legislation Motivation and leadership Sources of finance Cash Budgeting Financial Statements Ratio Analysis Technology

Skills for learning, skills for life and skills for work

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)

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.
For ideas; *www.myworldofwork.co.uk*

Progression

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

Link for further information:
https://www.npfs.org.uk/downloads/category/in-a-nutshell-series/nationals-in-a-nutshell-series/