

Success Criteria

Business Management Higher

All the success criteria points listed below will have an impact on the potential success of pupils undertaking this course. Performance in all of these areas will be taken into consideration when teacher estimated grades are submitted.

In order to be successful, the following skills must be demonstrated:

- an insight into the systems organisations use to ensure customers' needs are met.
- enterprising skills and attributes.
- financial awareness, in a business context.
- an insight into how organisations organise their resources for maximum efficiency and to improve their overall performance.
- Marketing skills in a business context.
- Operations skills in a business context.
- the ways in which society relies on organisations and how external influences can affect them.
- a range of methods that businesses and other organisations use to meet customer needs
- how to analyse and interpret business information and communicate it in a clear and concise way.
- applying the ideas of ethical and effective business decision making to solve strategic business-related problems.
- communicating relatively complex business ideas and opinions from a range of information relating to the effects of opportunities and constraints on business activity.

In order to be successful, the following knowledge and understanding must be demonstrated:

- the management of business.
- the management of marketing.
- the management of operations.
- the management of people.
- the management of finance.
- the ways in which society relies on business to satisfy needs and wants.
- how entrepreneurial attributes can help business development and risk management.

In order to be successful, the following must be achieved:

- Completion of all homework tasks and home assignments.
- Completion of all classwork models and assignments.
- Appropriate levels of study at home to ensure understanding of all theory elements of the course.
- Appropriate preparation for all Formal Assessment(s).
- Successful completion of the practical Course Assessment Task (provided by the SQA) - submitted by the given deadline (25% of final grade).
- Participation in final SQA exam (75% of final grade).

In order to be successful, the following topics will be studied:

Understanding business:

- Role of business in society
- Customer satisfaction
- Types of business organisations
- Objectives
- Methods of growth
- External factors
- Internal factors
- Stakeholders
- Structures
- Decision Making

Management of marketing:

- Customers
- Market research
- Marketing mix
- Product, price, place, promotion, people and process
- Physical Evidence
- Technology

Management of operations:

- Inventory Management
- Methods of Production
- Ethical and Environmental
- Technology

Management of People:

- Workforce Planning
- Training and development
- Motivating and leadership
- Employee relations
- Legislation
- Technology