



Success Criteria

Business Management National 5

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.
- an awareness of how external influences impact on organisations.
- Marketing skills in a business context.
- Operations skills in a business context.

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.

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
- External factors
- Internal factors
- Stakeholders

Management of marketing:

- Customers
- Market research
- Marketing mix
- Product, price, place and promotion
- Technology

Management of operations:

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

Management of People:

- Recruitment and selection
- Training
- Motivating and retaining
- Legislation
- Technology