

# Business Management Higher

## What will I study?

### There are 3 units of study and topics include:

Understanding Business: The role of business in society, types of business organisations, their objectives and how they are structured and managed.

Marketing and Operations: Market research, marketing mix, consumer behaviour, stock management, methods of production, quality assurance, ethical and environmental issues and business, technology in marketing and operations.

Management of People and Finance: Workforce planning, recruitment and selection, training and development of staff, motivation and leadership, employee relations, employee legislation, the role/sources of finance, cash flow/budgeting, final accounts and ratios.

## What skills will I develop?

**Employability:** work related skills.

**ICT:** using and learning about technology in various work related situations.

**Thinking, analytical and evaluating.**

**Decision making** and reflecting upon and justifying your decisions.

**Enterprising:** being creative and coming up with new ideas.

**Communication/Literacy:** being able to clearly put your point across and present facts orally and in writing. Listen and respond appropriately to other people's point of view.

**Research:** using various sources, analysing and evaluating these sources.

**Numeracy:** working with numbers and interpreting financial information/graphs.

## How will I be assessed?

- The course assignment is worth 30% of the overall course award. Pupils choose, research and write a report on a business of their choice which is marked externally by the SQA.
- The SQA examination is worth 70% of the overall course award and assesses elements from all units of the course.

## What help is Higher Business Management after school?

- Higher education courses in: Business Management, Business Administration, Accounting and Finance, Marketing, Economics, Law, Hospitality and various other related courses as well as other social science type courses.
- Further education courses including HNC/HND courses in Business/ Administration courses and any other related areas.
- Employment or vocational training in any business!
- Starting your own business!
- Develops skills for life-long learning and employability.

## Possible Careers



More Info? — [Highers in a Nutshell](#)