

SUBJECT NAME BUSINESS

AWARDS RECEIVED NATIONAL 4



N4 Business involves finding out how small businesses (sole traders, partnerships and franchises) and not-for-profit organisations (eg charities) are set up and run.

ENTRY LEVEL – What do I need to do it?

You will have been working at Curriculum for Excellence Level 3 in the Elective Business & Computing Technologies course. Learners who have not followed the elective BCT course may still choose this course of study.

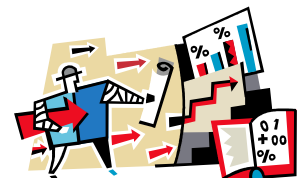
COURSE CONTENT – What will I learn?

Business in Action



You will explore reasons why people set up their own business and how they can go about getting support and advice for this. You will be able to identify and describe the skills and qualities needed to be a successful entrepreneur. You will learn how small businesses are structured and who makes the decisions. You will learn where small businesses and charities can get the money they need to get started. You will explore how small businesses make sure that

they are satisfying their customers, and how they use market research. You will find out how small business and charities can promote themselves to their customers and actions they must take to make sure they are offering high quality goods and services. You will find out how different business functions work together to ensure business success – marketing, operations, human resources and finance.



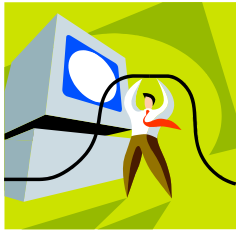
Influences on Business



You will learn how people inside and outside the business (stakeholders) are affected by the actions of a business, and what actions they can take to influence business decisions. You will learn how businesses and charities use budgets and other techniques to make sure they are making a profit and/or covering costs and so do not go bankrupt. You will learn how businesses use training to support their employees, and other actions they can take to make sure workers are happy and motivated. You will find out how actions by the government or by competitors can influence success or failure and how changes in the economy and technology can impact on a business or charity. You will learn how organisations can respond to these pressures to make sure they survive in the long term.



TEACHING METHODS – What will I do?



You will have regular access to ICT software and hardware to support your learning. You will use ICT both to research and to present your work. You will have the chance to work on individual, paired and group activities eg projects and discussions. You will use paper, electronic and Internet-based course materials. You will be encouraged to self-evaluate and make action plans to take your learning forward.

ASSESSMENT

You must pass the N4 Unit Assessments in 2 units:

- Business in Action
- Influences on Business



Unit assessments will involve a series of short written answers, and by making presentations (N4). Templates will be provided to help you structure your answers.

At National 4 you must complete an Added Value Unit. This will involve preparing a proposal for an aspect of a new small business. You will research your proposal and present your findings in written and visual formats. As part of the assessment you will be required to keep a record of your progress in the form of a checklist.

HOMEWORK



The business environment is all around us so you will continually learn through what you see and hear in the news. You will be expected to carry out research into local businesses and to present findings in written or visual form. You will be expected to secure your knowledge by reviewing what you have learned in class each week and preparing short written answers to questions.

PROGRESSION IN THE SENIOR PHASE

You can progress to National 5 Business Management, or you can move sideways to an N4 or N5 course in Administration & IT or Computing Science.

COSTS

You will be issued with printed and electronic resources for use in homework and revision. You will incur a replacement cost if you lose these resources.

SUBJECT NAME BUSINESS MANAGEMENT

AWARDS RECEIVED NATIONAL 5 BUSINESS MANAGEMENT



Business Management involves finding out how profit making and not-for-profit organisations are managed and about the factors that influence their success or failure.

ENTRY LEVEL – What do I need to do it?

You will have been working at Curriculum for Excellence Level 4 in the Elective Business & Computing Technologies course and will have shown that you can work independently following detailed written instructions. Students who have not followed the elective course in BCT should ideally have been working at CfE Level 4 in another social subject (History, Mod Studs, Geography).

COURSE CONTENT – What will I learn?

You will learn about the role which different types of business organisations can play in society. You will learn about the objectives of different organisations and of the importance of developing entrepreneurial skills and qualities. You will come to understand how the actions of employees and managers, and the uses of technology can influence business success. You will appreciate how factors out with the immediate control of an organisation can influence decision-making eg action by government, changes in the economy, environmental and social factors and actions by competitors.



You will learn about how marketing activities in relation to product development, pricing, promotional activity and product placement can lead to success. You will appreciate the importance of market research and how this can be carried out effectively. You will learn the importance of stock management and choice of supplier and appreciate different methods of managing production of goods and services. You will learn how an organisation can maintain the highest standards of quality in all aspects of its work.

You will learn of the importance of human resources (employees) to business success and how to get the best out of the workforce. You will recognise how government laws affect the way a business deals with its employees. You will learn how business start-up is financed and about the financial decisions managers must make in order ensure business survival eg in relation to costing and budgeting. You will learn how managers can use financial statements in order to make better business decisions.



TEACHING METHODS – What will I do?

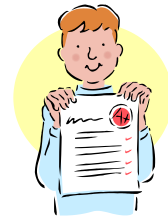


You will have regular access to ICT software and hardware to support your learning. You will use ICT both to research and to present your work. You will have the chance to work on individual, paired and group activities eg presentations and discussions. You will use paper, electronic and Internet-based course materials. You will be encouraged to self-evaluate and make personal action plans to take your learning forward.

ASSESSMENT OF LEARNING

You will complete the following units of study:

- Understanding Business
- Management of Marketing and Operations
- Management of People and Finance



At the end of each unit outcome you will complete a topic assessment which will inform your next steps for learning. You will also complete an externally assessed Course Assignment where you will research and report on an aspect of a business of your choice. This will make up 25% of your final grade. You will also be assessed through an externally marked question paper which will explore your knowledge, understanding and application of course content. This will take the form of case studies and question sets and will make up 75% of your award.

HOMEWORK



The business environment is all around us and so you will be continually learning through day-to-day experiences and exposure to business news on TV, the web, radio and newspapers. You will be expected to undertake research activities in relation to local businesses and to prepare written, verbal and visual responses to what you learn. You will also be expected to consolidate your knowledge and understanding of course content through further reading and review of work that has taken place in class.

PROGRESSION IN THE SENIOR PHASE

Success at N5 will allow you to progress to Higher Grade Business Management in S5-6, or you can move sideways to National 5 courses in Administration & IT and/or Computing Science.

COSTS

You will be issued with printed and electronic resources for use in homework and revision. You will incur a replacement cost if you lose these resources.