**S3 - BUSINESS MANAGEMENT**

**Course Content – what will I learn?**

The aim of this course is to learn how business and organisation in different sectors can operate to be successful. It will also focus on different functioning areas that an organisation requires to operate and be successful to gain market growth. The course will focus on three areas of study .

**Marketing** - You will learn about how marketing activities related to product development, pricing, promotional activity and product placement can lead to success. You will understand the importance of market research and how this can be carried out effectively.

**Operations** - You will learn of the importance of inventory management and supplier choice and understand different methods of managing production of goods and services.

**People** - You will learn of the importance of human resources (employees) to business success and how to get the best out of the workforce.

**Teaching Methods – How will I learn?**

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 and Homework**

At the end of each topic there will be units assessments

You will be expected to complete written homework assignments.

**Resources**

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AI-generated content may be incorrect.You will be issued with printed and electronic resources for use in homework and revision. The course will be published through Microsoft Teams, allowing all learners to consolidate and extend their understanding via independently led learning.

**Progression Pathways**

* National 4 Business Management
* National 5 Business Management