

Do you see yourself as the next Richard Branson?

Then

# Business Management

May be the subject for you!

Business Management is an excellent subject to choose if you are thinking about a career in the business world. Business Management is also of general interest to others, as it looks at different issues which we are all faced with in our daily lives. Standard Grade Business Management is the fastest growing subject nationally and will give you an excellent head start.

## Course Outline



- You will learn how organisations operate and how they market their products.
- You will learn how the business world works and how it makes an impact on peoples lives
- You will learn about the different types of businesses eg, profit making (Coca-cola), charities (Oxfam), and public services (hospitals and schools)
- You will learn what the different resources are that are used in business eg, people, machines and information



The four areas of study within Business Management are Marketing, Human Resources, Operations and Finance. In each area you will have access to up-to-date information and case studies using newspapers, magazines, internet and interactive CD-ROMs. You will gain skills in decision making – through gathering, processing and evaluating business information.

Standard Grade Business Management is assessed at Foundation, General and Credit level. During the course you will carry out a practical abilities project as part of your assessment. Standard Grade Business Management will provide you with the basis to progress in upper school up to Higher Grade.