

## BUSINESS/BUSINESS MANAGEMENT

SUBJECT DESCRIPTION	<p>This course is about business and enterprise. We all rely on businesses to create jobs and provide us with income and choosing Business as a subject will allow you to understand the means by which businesses remain competitive and successful.</p>
COURSE CONTENT	<p>The course allows you to recognise the reasons why people want to set up in business and how they manage to do so. Topics such as market research, promotion, pricing, finance, quality assurance, recruitment and training are covered. Other influences on business are also included such as environmental and economic factors, legislation and the influence of competitors.</p>
PROGRESSION & PATHWAYS	<p>The S3 course will form a basis for Business Management at National 4, 5 and Higher which will be available in the Senior Phase.</p> <p>There are also many different options in Further Education to continue studying Business subjects.</p> <p>These courses allow developing an understanding of business is useful for those thinking of setting up their own business. In addition there are lots of other career opportunities in management – Marketing, Human Resources, Hotel, Events, and Fashion being examples.</p>