

BUSINESS MANAGEMENT

Unit 3

Managing a Business

COURSE OUTLINE:

In this unit students explore the key processes and issues concerned with managing a business efficiently and effectively to achieve the business objectives.

AREAS OF STUDY:

- Business foundations
- Human resource management
- Operations management

OUTCOMES:

On completion of this unit, students should be able to:

1. Discuss the key characteristics of business and stakeholders, and analyse the relationship between corporate culture, management styles and management skills.
2. Explain theories of motivation and apply them to a range of contexts, and analyse and evaluate strategies related to the management of employees.
3. Analyse the relationship between business objectives and operations management, and propose and evaluate strategies to improve the efficiency and effectiveness of business operations.

ASSESSMENT:

See Unit 4

Unit 4

Transforming a Business

COURSE OUTLINE:

Businesses are under constant pressure to adapt and change to meet their objectives. In this unit students consider the importance of reviewing key performance indicators to determine current performance and the strategic management necessary to position a business for the future.

AREAS OF STUDY:

- Reviewing performance - the need for change
- Implementing change

OUTCOMES:

On completion of this unit, students should be able to:

1. Explain the way business change may come about, use key performance indicators to analyse the performance of a business, discuss the driving and restraining forces for change and evaluate management strategies to position a business for the future.
2. Evaluate the effectiveness of a variety of strategies used by managers to implement change and discuss the effect of change on the stakeholders of a business.

ASSESSMENT:

S or N based on the demonstrated achievement of the outcomes specified above, School Assessed Coursework and end-of-year examination.

Unit 3 School Assessed Coursework: 25%

Unit 4 School Assessed Coursework: 25%

Units 3 and 4 end-of-year examination: 50%