

# Higher Business Management

## How to pass the Assignment



# Allocation of marks – Higher Level:

- The assignment is worth a total of 30 marks.
- This accounts to one third of your overall mark for Higher Business Management!
- Introduction – 2 marks
- Research – 4 marks
- Analysis and Interpretation – 12 marks
- Conclusions and recommendations – 10 marks
- Collating and reporting findings – 2 marks

# Allocation of marks – National 5 Level:

- The assignment is worth a total of 30 marks.
- This accounts to one third of your overall mark for National 5 Business Management!
- Background information – 5 marks
- Research methods & sources – 6 marks
- Analysis and interpretation – 10 marks
- Conclusion – 4 marks
- Collating and reporting – 5 marks

# Length of your assignment:

## National 5:

- Report to be no more than 4 sides of A4 paper.
- Appendices – no more than 2 sides of A4.

## Higher:

- Report to be no more than 6 sides of A4 paper.
- Appendices – no included in 6 sides limit.

# Two main stages of the Assignment:

## **Stage 1**

Planning and gathering evidence

## **Stage 2**

Producing the report

# Stage 1 – Planning & Gathering Evidence:

- You should spend at least 6.5 hours on this.
- The more time spent on this, the better prepared you will be when it comes to producing the report.

## Stage 2 – Producing the report:

- This will take approximately 1.5- 2 hours.
- This will be typed up during class time under SQA exam conditions.
- There is a time limit to this which we must adhere to. Your appendices etc will be typed up in advance!

# What the assignment covers:

- Selecting an appropriate business topic or issue.
- Collecting information/evidence relating to the context of the assignment from a range of sources.
- Making decisions/solving problems by applying relevant business concepts and theories to the context of the assignment.
- Analysing and evaluating the business information/evidence relating to the assignment.



# What the assignment covers:

- Drawing conclusions from business data, concepts and evidence from the range of sources used.
- Communicating business reasoning and conclusions with clarity.
- Producing an appropriately formatted business report for others which clearly communicates the findings.

# What you should do in each section:

## Introduction – worth up to 2 marks

- Background information that informs what the company does.
- The analytical tool you will use must be identified here.
- The purpose of the report needs to be clear – if analytical points made later on does not relate to this you will not be credited! Write one or two lines stating what the purpose is!

# Introduction – Exemplar – 2 marks

- The purpose of this report is to investigate the effectiveness of H&Ms environmental policies compared to Next's. **1 mark**
- H&M is a multinational business having stores in the UK, Sweden, Norway, Germany, France, Netherlands and other countries around the world. The business provides clothing for men, women, children and they even sell household products such as mirrors and mugs. **1 mark**

Research - Evaluating the usefulness/reliability of sources – up to 4 marks:

- **Do not** list research findings in this section.
- This is about assessing the **suitability** of the source and **why** it was used.
- **No research findings in this section!**
- Reinforce the reasons **for** and **against** the suitability of each source and explain why each source is suitable.

# Research – Exemplar Point

- Another source I used was a survey. The information was useful as it shows the public perception of the retailer's policies. However the information may have been done quickly and therefore the information may be inaccurate. **1 mark.**

# Analysing and Interpreting info from a range of sources – up to 12 marks:

- Every mark must relate to the purpose stated in the introduction!
- Facts and findings are not given marks, but are essential for analysis to be drawn.
- Referencing is very important e.g. From my questionnaire (appendix 1)...
- No marks awarded for recommendations here – be careful with how you use your SWOT analysis here. Only use strengths and weaknesses (not opportunities section).

## Analysis & Interpretation – exemplar point:

- From the H&M website I found that they have launched a new denim collection that saves more than 50% of water and energy than they previously used. I think that this proves that H&M want to help the environment as there's a reduction in resources they previous used.
- 1 mark

Reaching conclusions and making recommendations supported by the evidence gathered – 10 marks

- It is easier to get marks from justified recommendations – try to always give a reason or justification for any recommendation you make.
- Write concise, conclusive statements in order to attract the marks.
- Avoid writing anything in the conclusion that is not based on evidence you have already included in your assignment.



## Conclusion & recommendation – exemplar point

- Findings from my survey from question 3 shows that very few people from those I asked knew about H&Ms environmental policies. I suggest that the retailer promotes their policies to a larger scale of people (recommendation). This may lead to H&M getting more customers as some people respect retailers who have a clear passion for the environment (justification for your recommendation).
- **1 mark**

## Collate and report findings – 2 marks

- Use the given headings – information under the wrong headings will not be given marks.
- No marks for appendices.
- Stick to the page limit – you are assessed on ability to produce a complete and cohesive report – excessive length can be penalised.

# Length of Report:

- The report itself should be a maximum of 6 sides of A4 paper.
- Appendices should be included – these should contain information which you can refer to in the report – use headings for each e.g. Appendix 1 - ...
- No marks are allocated to appendix section so only include information that will aid understanding of areas of your report or provide further information.

# Presentation of Report:

- Must be typed up.
- Use a minimum of 1.5 line spacing.
- Font size 12 and business style font to be used.
- Sensible margins.
- Spell checked.
- Use given headings from the SQA – in booklet/this presentation!

# Choosing an analytical tool:

- You are expected to choose an analytical tool which can be used to carry out analysis of the business topic/issue that you have chosen.
- SWOT
- PESTEC
- Competitor Analysis
- Price-comparison tables
- Questionnaire
- Boston Matrix
- Ratios

# SWOT Analysis:

- **Strengths** – characteristics of the business that put it at an advantage to others
- **Weaknesses** – characteristics of the business that put it at a disadvantage to others
- **Opportunities** – things that the business could exploit/take advantage of for benefit
- **Threats** – things that could cause problems for the business.



# PESTEC Analysis:

- **Political** – factors that affect the business incl legislation.
- **Economic** – inflation, interest rates, unemployment etc.
- **Social** – fashions, tastes, brands, trends, demographics etc.
- **Technological** – new advances
- **Environmental** – sustainable / ethical.
- **Competitive** – rival firms

[illegible]

# Choosing your research methods:

- Remember you are expected to use **a minimum of 3 sources** of information at Higher level:
- Company website
- Survey conducted by yourself
- Newspaper articles on your company
- Review sites
- Social media
- Personal interviews
- Magazine features



# Examples of Higher Business Management Topics:

- Ethical / environmental policies of two companies.
- Pricing strategies used by a company and how they can be improved to increase market share.
- To what extent the performance of a business is affected by the marketing mix.
- On-line fashion store and why it only offers an on-line shopping experience.

# Examples of Higher Business Management Topics:

- Why a particular product is failing and what can be done about it (example - Sony's PlayStation Vita).
- Why a particular company should offer a delivery service.
- How a company promotes corporate responsibility to affect the success of the company.

# Your Tasks between now and next week!

- Decide upon a business and a focus which you wish to look at.
- Complete the planning sheet and return to your class teacher for checking.
- Complete your introduction section – should be typed up and saved in your documents.