

## **BUSINESS**

### **What is Business?**

This is a practical and vocationally-oriented course that introduces students to the world of Business in a straightforward and logical way. It aims to create an awareness of the importance of Business activity and to develop a positive and ethical attitude towards it. The importance of people in Business is highlighted.

The course sets out to illustrate the process of setting up a business and developing a new product or service. It emphasises the importance of good management and deals with skills and activities necessary for good management practice. It also deals with the impact of technology, foreign trade, global firms and competition and with business structures and the national economy.

Business requires students to stay alert and aware of the current related business media (newspapers, TV, radio) The course is theory based and therefore requires a lot of learning.

### **Career Possibilities**

Business is useful for careers in areas such as Banking, Administration, Insurance, Management and Marketing.

### **Third Level Entry Requirements**

This subject is not a requirement for business courses nor is it an essential requirement for any courses in the CAO system.

However, this subject is of benefit to anyone who studies it for the Leaving Cert. whether or not a career in business is what they desire.

### **Comments**

- The subject is suited to students who are willing to work hard and caters for all abilities.
- It is not necessary for students to have studied Junior Certificate Business Studies, but this would be a help.
- The course content is factual and requires a lot of learning, containing only a few mathematical elements.
- Ideally, students would have an interest in business and current affairs and would have an up to date knowledge of economic environment.
- An organized and consistent attitude to homework and study would be essential in this subject.