

Business

Leaving Certificate

What is Leaving Certificate Business?

Business is concerned with the understanding of the environment in which business operates in Ireland and in the wider world. It also involves equipping students with a positive view of enterprise and its applications in the business environment, in both the public and private sectors.

What relevant skills does Business help you to develop?

Learn to develop your literacy, numeracy, problem-solving and communication skills, as well as an attention to detail in the presentation of information.

Learn to develop an understanding of the structures, institutions, processes and management of business.

Learn to make informed effective business decisions.

Learn to apply established commercial knowledge, to critically evaluate commercial information.

CAREER LINKS

Studying Business can lead you to many careers, including:

- ⇒ Self-Employment;
- ⇒ Banker;
- ⇒ Retail/Investment/Commercial Executives;
- ⇒ Marketing Executive;
- ⇒ Sales Executive;
- ⇒ Market Research Executive;
- ⇒ Human Resources Manager;
- ⇒ Advertising Account Executive;
- ⇒ Public Relations Account Executive;
- ⇒ Management Consultant;
- ⇒ Recruitment Consultant.

"Quality is much better than quantity. One home run is much better than two doubles."

— Steve Jobs



Business: What is studied?

Business is a very popular LC subject. It is factual and relevant in all walks of life. You will be required to apply your learning to practical business situations. If you have studied JC Business Studies, it will help BUT it is not a necessity. You should try and keep an eye on business, economic and current affairs in the news. The Business exam gives you a lot of choice.



THE COURSE

Topics include the following:

People in Business

Conflicting Interests;

Enterprise;

Management;

Communications;

Household & Business Finance, Insurance & Taxation;

Human Resource Management;

Changing Role of Management;

Monitoring a Business including Ratio Analysis;

Identifying Opportunities;

Marketing;

Starting Up;

Business Expansion;

Business Sectors;

Structure of Business;

Community Development;

Business, Government & Workers;

Social & Ethical Responsibilities of Business;

International Trading Environment;

European Union;

International Business.

Assessment

The syllabus is assessed by means of a terminal examination paper at 2 levels: Ordinary Level and Higher Level. The Higher Level students are required to demonstrate a greater depth of knowledge and understanding of the concepts and issues, than Ordinary Level students. There are 3 sections in Higher Level paper. In the Ordinary Level paper there are 2 sections. Both exams include short and long questions. There is an Applied Business Questions on the Higher Level paper, similar to a case study.

"Risk more than others think is safe. Dream more than others think is practical." —

**Howard Schultz,
Starbucks CEO**