

BUSINESS

WHAT TYPE OF SUBJECT IS BUSINESS?

Business provides opportunities for students to develop business knowledge and skills to contribute meaningfully to society, the workforce and the marketplace, and prepares them as potential employees, employers, leaders, managers, and entrepreneurs.

Students investigate the business life cycle, develop skills in examining business data and information, and learn business concepts, theories, processes, and strategies relevant to leadership, management, and entrepreneurship. They investigate the influence of, and implications for, strategic development in the functional areas of finance, human resources, marketing and operations.

Students use a variety of technological, communication, and analytical tools to comprehend, analyse, interpret, and synthesise business data and information. They engage with the dynamic business world (in both national and global contexts), the changing workforce and emerging digital technologies.

PATHWAYS

A course of study in Business can establish a basis for further education and employment in the fields of business management, business development, entrepreneurship, business analytics, economics, business law, accounting and finance, international business, marketing, human resources management, and business information systems.

OBJECTIVES

By the conclusion of the course of study, students will:

- Describe business environments and situations
- Explain business concepts, strategies, and situations
- Select and analyse business data and information
- Interpret business relationships, patterns, and trends to draw conclusions
- Evaluate business practices and strategies to make decisions and propose recommendations
- Create responses that communicate meaning to suit purpose and audience

STRUCTURE

Unit 1	Unit 2	Unit 3	Unit 4
Business Creation	Business Growth	Business Diversification	Business Evolution
Fundamentals of Business Creation of Business Ideas	Establishment of a Business Entering Markets	Competitive Markets Strategic Development	Repositioning of a Business Transformation of a Business

ASSESSMENT

In Units 1 and 2, all assessment is formative. However, the assessment in Units 1 and 2 will model that which students will encounter in Units 3 and 4. In Units 3 and 4 students complete four summative assessments. The results from each of the assessments are added together to provide a subject score out of 100. Students will also receive an overall subject result (A – E).

Unit 3		Unit 4	
Summative Internal Assessment 1 (IA1): Examination – Combination Response	25%	Summative Internal Assessment 3 (IA3): Extended Response – Feasibility Report	25%
Summative Internal Assessment 2 (IA2): Examination – Business Report	25%	Summative External Assessment (EA): Examination – Combination Response	25%