

# BUSINESS STUDIES

HSIE Faculty



Business Studies encompasses the theoretical and practical aspects of business and management. It covers concepts from the planning of a small business through to the management of operations, finance, human resources and marketing in a large business.

Business issues and case studies are embedded in the course to provide a stimulating and relevant framework for students to apply to problems encountered in the business environment.

Business Studies fosters intellectual, social and moral development by assisting students to think critically about the role of business and its ethical responsibilities to society. In addition, a significant feature of Business Studies is its relevance to the full range of HSC students, as it provides useful knowledge and competencies for life.

**Business activity is a feature of everyone's life. Throughout the world people engage in business activities to design, produce, market and deliver a range of goods and services.**

## PRELIMINARY COURSE - YEAR 11

**Nature of Business:** examines the role and nature of business in a changing business environment.

**Business Management:** analyses the nature and responsibilities of management in the business environment.

**Business Planning:** focuses on the processes of establishing and planning a small to medium enterprise.

Students are required to examine contemporary business issues and



investigate aspects of business using hypothetical situations and actual business case studies when addressing the *Students learn about* content.

## Particular Course Requirements:

In the Preliminary course students develop a business plan for a Small Medium Enterprise (SME) which draws together the nature of business, business management in action and essential business planning processes.

## HSC COURSE – YEAR 12

**Operations:** focuses on the strategies for effective operations management in large businesses.

**Marketing:** examines the main elements involved in the development and implementation of successful marketing strategies.

**Finance:** analyses the role of interpreting financial information in the planning and management of a business.

**Human Resources:** focuses on the contribution of human resource management to business performance.

In the Higher School Certificate course students will develop a marketing plan. The focus of this topic is to develop an understanding of the nature and role of marketing in a business and the main elements involved in the development and implementation of successful marketing strategies.

By completing this course students will develop general and specific skills including research, analysis, problem-solving, decision-making, critical thinking and communication. Business studies enhances the confidence and ability to participate effectively in the business world.

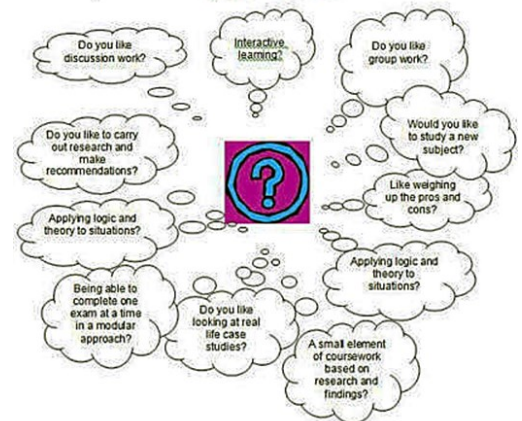
## WHY CHOOSE BUSINESS STUDIES?

Business studies is strongly connected to everyday life and is a subject that will provide students with the necessary experiences to prepare them for life beyond school.

This subject will provide them with numerous business opportunities in the future. According to the Australian Government from 2006 to 2011 some 1million new jobs have been created.

Professionals accounted for almost a third of the new job opportunities. A trend that is expected to continue up to 2015 (*Australian Job Publication 2011*), with the business sector performing well.

## Is Business Studies for me?



## HSIE FACULTY

Ms A. Fenech - Head Teacher (relieving)	Ms M. Morthorpe
Mr T. Grew DP	Ms R. Donya
Mr M. Al Khuzai	Mr J. Dasic
Ms S. Siqueira	Ms G. Baxter
Mr D. Rush	
Ms S. Borda	