

## Course Description

Business activity is a feature of everyone's life. The Business Studies syllabus encompasses the theoretical and practical aspects of business in ways students will encounter throughout their lives. It offers learning from the planning of a small business to the management of operations, marketing, finance and human resource in large businesses.

Contemporary 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.

## Main Topics Covered

### Preliminary Course

Nature of business (20%) - the role and nature of business

Business management (40%) - the nature and responsibilities of management

Business planning (40%) - establishing and planning a small to medium enterprise

### HSC Course

Operations (25%) - strategies for effective operations management

Marketing (25%) - development and implementation of successful marketing strategies

Finance (25%) - financial information in the planning and management of business

Human resources (25%) - human resource management and business performance

**Faculty:** HSIE

**BOS Course No:** 15040

2 units for each of Preliminary and HSC Board Developed Course.

**Exclusions:** Nil

