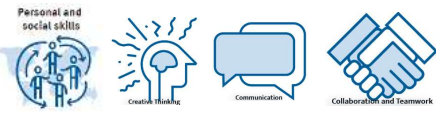


| School Code | BST | | |
|----------------------------------|---|------------------|-----|
| Year Level | 11 & 12 | QCE Credits | 4 |
| Subject Type | Applied Subject | VET Contribution | N/A |
| Recommended Academic Performance | Nil | | |
| 21 st Century Skills |  | | |

Business Studies provides opportunities for students to develop practical business knowledge and skills for use, participation and work in a range of business contexts.

Students develop their business knowledge and understanding through applying business practices in business contexts, analysing business information and proposing and implementing outcomes and solutions in business contexts.

Students develop effective decision-making skills and learn how to plan, implement and evaluate business practices, solutions and outcomes, resulting in improved economic, consumer and financial literacy.

Pathways

A course of study in Business Studies can establish a basis for further education and employment in office administration, data entry, retail, sales, reception, small business, finance administration, public relations, property management, events administration and marketing.

Objectives

By the end of the course of study, students should:

- Explain business concepts, processes and practices related to working in finance, working in marketing, working in events, and entrepreneurship
- Examine business information related to working in finance, working in marketing, working in events, and entrepreneurship
- Apply knowledge of working in finance, working in marketing, working in events, and entrepreneurship to make decisions for business situations
- Communicate responses
- Evaluate projects

Structure:

Business Studies is a four-unit course of study across Year 11 and 12. Each unit will include 2 assessment items. The four units are:

| Unit 1 - Working in finance | Unit 2 - Working in marketing | Unit 3 - Working in events | Unit 4 - Entrepreneurship |
|---|---|--|---|
| Students explore the knowledge and skills needed to support financial functions of a business, including preparing and processing everyday transactional and financial documents and records. | Students investigate how businesses use marketing to influence customers' behaviour. Students examine the use of marketing strategies and approaches to increase sales of products and/or services. | Students explore the fundamentals of event administration, including a range of event types, event management strategies and event stakeholders. | Students explore key entrepreneurial principles and the nature of entrepreneurship and innovation, including the characteristics of successful entrepreneurs. |

Assessment:

For Business Studies, assessment from Units 3 and 4 is used to determine the student's exit result, and consists of four instruments:

| Extended response - Event administration | Project - Event planning | Extended response - Entrepreneurship | Project - The pitch |
|--|--|---|--|
| Students respond to stimulus related to a business scenario about event administration. <u>Response requirements</u> One of the following: - Multimodal: up to 7 minutes, 8 A4 pages, or equivalent digital media - Spoken: up to 7 minutes, or signed equivalent - Written: up to 1000 words | Students develop an event plan. <u>Response requirements:</u> Both the event plan and evaluation must include one of the following: - Multimodal: up to 5 minutes, 6 A4 pages, or equivalent digital media - Spoken: up to 4 minutes, or signed equivalent - Written: up to 600 words | Students respond to stimulus related to a business scenario about entrepreneurship. <u>Response requirements:</u> One of the following: - Multimodal: up to 7 minutes, 8 A4 pages, or equivalent digital media - Spoken: up to 7 minutes, or signed equivalent - Written: up to 1000 words | Students develop a pitch for an innovative idea. <u>Response requirements:</u> Both the pitch and evaluation must include one of the following: - Multimodal: up to 5 minutes, 6 A4 pages, or equivalent digital media - Spoken: up to 4 minutes, or signed equivalent - Written: up to 600 words |

Costs

It is expected that students studying this subject participate in BYOD. Please see page 155 for further information and device specifications.