Business Studies

Applied senior subject

Business Studies provides opportunities for students to develop business knowledge and skills in a range of business contexts.

Core course content includes four business practices:

- Business Fundamentals
- Financial Literacy
- Business Communication
- Business Technology

These business practices will be integrated into four business functions:

- Working in administration
- Working in finance
- Working in marketing
- Working with customers

Contexts applied to the business practices and functions include:

- Travel
- Retail
- Real Estate
- Tourism
- Events Management

This course aims to improve students' economic, consumer and financial literacy. Student work will be assessed across three dimensions:

- Knowing and Understanding
- Analysing and Applying
- Planning and Evaluating

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 or marketing.

Objectives

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

- describe concepts and ideas related to business functions
- explain concepts and ideas related to business functions
- demonstrate processes, procedures and skills related to business functions to complete tasks
- analyse business information related to business functions and contexts
- apply knowledge, understanding and skills related to business functions and contexts
- use language conventions and features to communicate ideas and information
- make and justify decisions for business solutions and outcomes
- plan and organise business solutions and outcomes
- evaluate business decisions, solutions and outcomes.
Structure

The Business Studies course is structured into four Units. Topics of study for each unit are:

<table>
<thead>
<tr>
<th>Unit 1</th>
<th>Unit 2</th>
<th>Unit 3</th>
<th>Unit 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality business communication</td>
<td>Targeted marketing</td>
<td>Managing people</td>
<td>International business</td>
</tr>
</tbody>
</table>

- Developing effective communication skills is essential to establish a good reputation and sustain business relationships.
- Knowing who and how to target when marketing promotes sustainability for businesses.
- Attracting and retaining good quality staff is essential to the success of businesses in the real estate industry.
- Effective communication and cross-cultural respect is key for successful interaction in the global marketplace.

<table>
<thead>
<tr>
<th>Managing finance</th>
<th>Social media</th>
<th>Financial procedures in business</th>
<th>Event management</th>
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</thead>
</table>

- Internal control procedures and accurate financial records protect business assets.
- Promoting a retail business using social media can increase sales and market share.
- Carefully prepared financial documents allow accurate interpretation and communication to interested parties.
- Effectively organising, promoting and coordinating an event will contribute to its overall success and achievement of goals.

Assessment

BrisbaneSDE will devise contextualised internal assessments for all Units.

Assessment from Units 3 and 4 of the Business Studies course is used to determine the student’s exit result.

Summative assessments

<table>
<thead>
<tr>
<th>Unit 3</th>
<th>Unit 4</th>
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</thead>
<tbody>
<tr>
<td>Summative internal assessment 1 (IA1): Extended response to stimulus</td>
<td>Summative internal assessment 3 (IA3): Project</td>
</tr>
<tr>
<td>• Four weeks, unsupervised</td>
<td>• Eight weeks, unsupervised</td>
</tr>
<tr>
<td>• Written response: 600–1000 words</td>
<td>• Multimodal:</td>
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<tr>
<td></td>
<td>◦ Spoken component: 2½–3½ minutes</td>
</tr>
<tr>
<td></td>
<td>◦ Written component: 500–900 words</td>
</tr>
<tr>
<td>Summative internal assessment 2 (IA2): Examination</td>
<td>Summative internal assessment 4 (IA4): Examination</td>
</tr>
<tr>
<td>• 60–90 minutes, individual, supervised, unseen</td>
<td>• 60–90 minutes, individual, supervised, unseen</td>
</tr>
<tr>
<td>• Short response: 50–250 words per item</td>
<td>• Short response: 50–250 words per item</td>
</tr>
</tbody>
</table>

Texts

There are no set textbooks for this subject.