

Business Management

Units 1-2

Students who wish to learn about and have contact with the world of business and some local businesses should consider Business Management. Units 1 and 2 specifically deal with the establishment and management of small business. Business Management also provides an introduction to Units 3 and 4 assisting with developing skills and concepts associated with the course.

UNIT 1

The business idea. In this area of study students investigate how business ideas are created and how conditions can be fostered for new business ideas to emerge. Students explore some of the issues that need to be considered before a business can be established.

LEARNING ACTIVITIES

Research projects, online activities, worksheets, quizzes, crosswords, interactive "TurningPoint" and interactive decision making challenges, business plan to establish a business.

KEY SKILLS REQUIRED

Data interpretation, creativity and imagination with developing their own business, report writing and case study investigations.

ASSESSED TASKS

Topic tests, reports, projects, development of a business plan and an end of semester written examination.

UNIT 2

This unit looks at how effective communication and marketing assists in the achievement of business objectives. Key topics include effective communication in small business, marketing your small business and public relations, and staffing and legal matters.

LEARNING ACTIVITIES

Research projects, online activities, board games, quizzes, crosswords, marketing and development of creative business concepts.

KEY SKILLS REQUIRED

Awareness of current issues relating to small business, ability to work with others, ability to draw on own workplace experiences, creativity and imagination and case study investigations.

ASSESSED TASKS

Topic tests, case studies, business report and end of semester written examination.

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Units 3-4

Business Management examines the ways in which people, at various levels within a business organisation, manage resources to achieve the objectives of the organisation. Students develop an understanding of the challenges, complexities and rewards that come from business management and gain an insight into the various ways resources can be managed in large-scale organisations.

UNIT 3: Managing a Business

In this unit students explore the key processes and issues concerned with managing a business efficiently and effectively to achieve the business objectives. Students examine the different types of businesses and their respective objectives. They consider corporate culture, management styles, management skills and the relationship between each of these. Students investigate strategies to manage both staff and business operations to meet objectives.

LEARNING ACTIVITIES

Case studies, online activities, worksheets and class discussions.

KEY SKILLS REQUIRED

Awareness of current business issues, ability to draw on individual experience, application and analysis of business literature, information and case studies.

ASSESSED TASKS

Topic tests, learning activities and case studies.

UNIT 4: Transforming a Business

In this unit students consider the importance of reviewing key performance indicators to determine current performance and the strategic management necessary to position a business for the future. Students study a theoretical model to undertake change, and consider a variety of strategies to manage change in the most efficient and effective way to improve business performance. They investigate the importance of leadership in change management.

LEARNING ACTIVITIES

Case studies, online activities, worksheets, class discussion and application tasks.

KEY SKILLS REQUIRED

Awareness of current business issues, ability to draw on individual experience, application and analysis of business literature, information and case studies.

ASSESSED TASKS

Topic tests using case study material and an end-of-year written examination.

ASSESSED TASKS

School Assessed Coursework Unit 3 (25%); School Assessed Coursework Unit 4 (25%); 2 hour written examination in November (50%).