

Business A/T

This course is designed to develop an awareness and understanding of business in contemporary society through the study and application of the principles by which business operates. The economic, accounting, legal and marketing aspects of business will be explored and applied to a variety of business situations.

Business is a study of a variety of disciplines that are relevant to the business environment for employees, consumers and those dealing with business. Business is distinctive, in that it encompasses the theoretical and practical aspects of business and management in context, which students will encounter in life.

Contemporary business theories, practices and issues are incorporated in the course providing academic rigour and depth which provide an excellent foundation for students engaging in further tertiary study or employment.

The course challenges students to consider the broad ethical and social consequences of business decisions, and provides an opportunity to develop an awareness of the conflict of interest that may occur between the goals of business and the concern for the global ecosystem.

Course Patterns

There are four standard units offered within the course, each of a semester duration. There are also half semester or term units which allow for flexible exit and entry.

This course is non-sequential and there are no prerequisites and no compulsory units. All units can be studied as A or T.

Units

Unit 1: Changing Business Environment

This is an introduction to the world of business and its dynamic environment. After an examination of the business structure and the importance of business in Australia, small business structure is introduced and students investigate the impacts of national and global progression. Some of the topics covered in the unit include: ethics and business, the nature of small business, globalisation and entrepreneurship.

Unit 2: Relationship Management

The main area of study is the relationship between business, customers and the wider business environment. Students will investigate the role of ethics and media within provided business scenarios. Some topics covered in the unit include: ethics and marketing, media and communication, marketing and marketing research.










Unit 3: Planning for the Current Context

This unit investigates the range of tools and strategies utilised by business to plan for success. Students will explore the role of finance, models of operation and will be encouraged to create an entry for the CPA Plan Your Own Enterprise Competition. Some topics in this unit include: financial planning, operations management and business planning.

Unit 4: Business Challenges

This unit investigates the importance for business to be responsive to change from the internal and external environments. Students will explore processes to enable change management to take place, how to manage staffing and local, national and global issues facing contemporary business. Some of the topics covered in the unit include: change management, issues facing business and developing people.



 275,000 missing businesses since GFC	 -16.1% change in business entry rate since 2003	 -19.1% change in business exit rate since 2003
 -29.0% change in Tasmanian business entry rate since 2003	 -78.5% change in medium business entry rate since 2003	 32 of 32 of OECD countries for entrepreneurial growth
 102 of 138 countries for total tax rate burden	 109 of 138 countries for flexibility of wage determination	 -57.6% change in venture capital investment since 2007

