

COURSE OUTLINE

Core Topics - Semester One

The Business Environment

- Australian Economy
- Business Enterprise
- Structure and Organisation of Business
- Human Resources in Business

The Work Environment

- Work in Australia
- Human Resource Management
- Industrial Relations
- Changes in the Workplace

Option Topics - Semester Two

Business and Marketing

- The Nature and Role of Markets and Marketing
- The Marketing Plan
- Market Research
- Marketing Strategies
- Ethical and Legal Aspects of Marketing

Business and Technology

- Growth and Development of Technology
- Social and Economic Impact
- Emerging Technology

If you choose Business Studies, you could consider the following occupations:

Level One – School Certificate

Accounts Clerk	Bank Officer	Credit Officer
Desktop Publisher	Receptionist	Sales Assistant
Retail Buyer	Telemarketer	Telephonist
Word Processor		

Level Two – Certificate III or IV

Office Administrator	Settlement Clerk	Secretary
Travel Consultant	Finance Clerk	Insurance Agent

Level Three – TAFE Diploma

Marketing Officer	Records Manager	Stock Broker
Human Resources Officer	Valuer	Credit Officer

Level Four – University Degree

Industrial Relations Officer	Multimedia Developer	Trade Analyst
Hospital Administrator	Business (Systems) Analyst	Analyst (InfoTech)
Accountant	Economist	Financial Journalist



TRINITY COLLEGE

Senior

Year 12

Business Studies

HESS 6



Business Studies is concerned with the study of the production, marketing and distribution of goods and the design and marketing of services through the use of human and physical resources.

It provides a way of looking and interacting with the business environment and allows students to develop an understanding of the social environment within which business operates and is influenced by social, political, legal and economic forces as well as the physical, natural and built environments.

Business is a dynamic process that brings together technology, natural resources, and human initiative in a constantly changing global environment.

At the end of the program students should be able to:

1. demonstrate an understanding of business structures, and of business in a global environment;
2. examine the ways in which business interacts with the various sectors of the economy;
3. communicate ideas and information, using current business terminology in written, oral, graphical, and technological modes;
4. develop the personal, social, enterprise, and literacy skills necessary in a business context;

5. demonstrate an understanding of the relationship between business theory and practice;
6. identify forces for change and current issues in the business environment, and evaluate the impact of these changes;
7. critically examine business decision-making processes, analysing economic, social, environmental, and ethical outcomes.

Assessment

Semester One

Folio	Business Environment	25%	
Folio	Work Environment	25%	50%

Semester Two

Folio	Business and Marketing	10%	
Folio	Business and Technology	10%	
Investigative Study		30%	50%

Folio

A folio of work will be completed for each of the four topics. Each folio in Semester 1 consists of two tasks whereas each folio in Semester 2 only consists of a single task.



Investigative Study

The Investigative Study incorporates applied knowledge from the core topics and the option topics studied (The Business Environment, The Work Environment and Business and Marketing). The investigation includes factors from both internal and external business environments. The investigative study should be up to a maximum of 2000 words.

A key element of the investigative study is the requirement that the student has direct contact with the community.



Direct contact should include student interviews with a range of community contacts in person and/or by a range of other methods (e.g. post, facsimile, telephone, electronic communication).

The investigative study will first be marked by the teacher according to SSABSA guidelines and then externally by SSABSA.

For further information please see Mrs Tripa or Mrs Wellby.