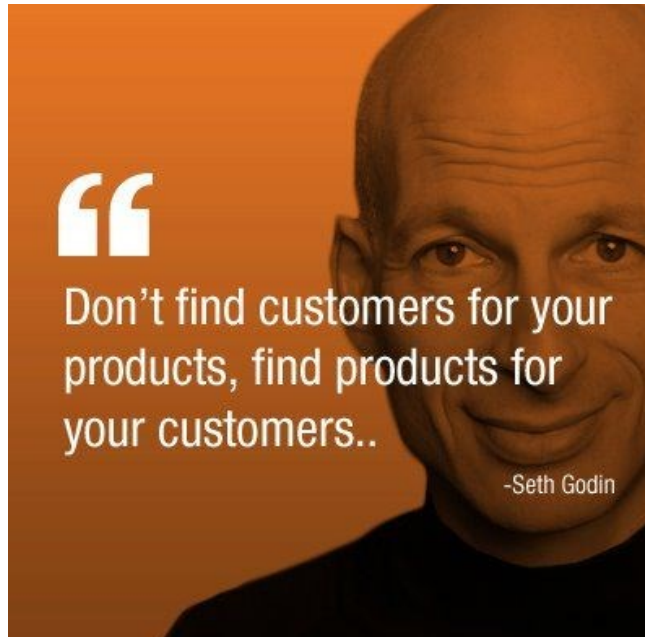


IS THIS THE TOPIC FOR ME?

Business activity is a feature of everyone's life. The Business Studies syllabus encompasses the theoretical and practical aspects of business in ways students will encounter throughout their lives. It offers learning from the planning of a small business to the management of operations, marketing, finance and human resources in large businesses.



"THE PURPOSE OF A BUSINESS IS TO CREATE A CUSTOMER WHO CREATES CUSTOMERS" SHIV SINGH



Maclean High School

HUMANITIES/LOTE DEPARTMENT

BUSINESS STUDIES

*"IF OPPORTUNITY DOESN'T
KNOCK, BUILD A DOOR" MILTON
BERLE*





PRELIMINARY COURSE—120 HOURS

NATURE OF BUSINESS (20%) -

THE ROLE AND NATURE OF BUSINESS

BUSINESS MANAGEMENT (40%) -

THE NATURE AND RESPONSIBILITIES OF MANAGEMENT

BUSINESS PLANNING (40%) -

ESTABLISHING AND PLANNING A SMALL TO MEDIUM ENTERPRISE

HSC COURSE—120 HOURS

OPERATIONS (25%)

STRATEGIES FOR EFFECTIVE OPERATIONS MANAGEMENT

MARKETING (25%)

DEVELOPMENT AND IMPLEMENTATION OF SUCCESSFUL MARKETING STRATEGIES

FINANCE (25%)

FINANCIAL INFORMATION IN THE PLANNING AND MANAGEMENT OF BUSINESS

HUMAN RESOURCES (25%)

HUMAN RESOURCE MANAGEMENT AND BUSINESS PERFORMANCE



Contemporary business issues and case studies are embedded in the course to provide a stimulating and relevant framework for students to apply to problems encountered in the business environment.

Business Studies fosters intellectual, social and moral development by assisting students to think critically about the role of business and its ethical responsibilities to society.

