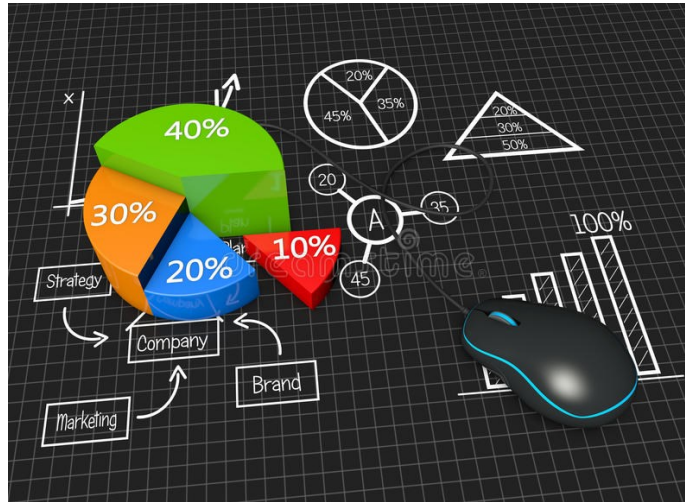


Business activity is a feature of everyone's life. The Business Studies syllabus encompasses the theoretical and practical aspects of business in ways students will encounter throughout their lives. It offers learning from the planning of a small business to the management of operations, marketing, finance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

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.



The study of business combines elements of accountancy, finance, marketing, organizational studies and economics.



Business Studies is a broad subject in the Social Sciences, allowing the in-depth study of a range of specialties such as accountancy, finance, organisation, human resources management and marketing.



www.melville-h.schools.nsw.edu.au

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HSIE FACULTY



Business Studies

This course provides students with opportunities to develop an understanding of how theoretical and practical aspects of business combine. Students study contemporary business issues through case studies and apply their knowledge to problems encountered in the business environment.



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It's never easy to set up any business, but it comes back to determination and drive and the love of what you do!

— Richard Branson —

Further information about the course content and outcomes can be obtained from the website below.

<https://educationstandards.nsw.edu.au/wps/wcm/connect/2f9a5382-5446-4dc6-ba39-f90f53469200/business-studies-st6-syl.pdf?MOD=AJPERES&CVID=>

Careers in Business Studies

Occupations where a study of Business Studies would be useful are endless, but could include: -

Accounting	Bank Officer
Research and Development	Operations Manager
Chief Executive Officer	Economist
Chief Financial Officer	Business Consultant
Human Resource Manager	Market Research
Marketing Manager	Advertising
	Project Officer

Marketing Mix



All elements of the marketing mix should work in tandem with each other.

The choice of how an organisation chooses to market could be based on;

- Finance available
- Technological resources available
- Market research findings

Course Specific details

Preliminary Course

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

Great things in business are never done by one person. They're done by a team of people.

Steve Jobs

HSC Course

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