

Why study Business Management?

Subject guide 2013



What is Business Management all about?

Studying Business Management lets you be creative and innovative as you learn how businesses are managed, and understand the important role that managers play in business.

In Business Management, you will explore the main functions of businesses and the ways that these functions work together to achieve business goals. You will work in partnerships, small groups and teams as you navigate through the decisions that business managers often face.

You will participate in practical and authentic business situations. This may involve you using innovation and creativity to develop feasibility studies or undertake business ventures.

What will you learn?

As you study Business Management, you will explore key concepts relating to management practices, marketing management, operations management, human resource management, finance management, business development.

Business Management lets you learn about these areas of study in relevant contexts, such as international business, small-to-medium enterprise, industry-specific and not-for-profit management.

How will you learn?

In Business Management, you will investigate case studies which may be based on local, national and global business contexts to identify the key issues that impact businesses.

You will collect and organise business information which you can then analyse to look for trends, patterns or relationships. Simulating the role of a business manager, you will suggest management strategies and recommendations aimed at achieving business objectives.

Working in partnerships, small groups and teams on short- and long-term projects, you will learn and develop communication and management strategies which are essential for business managers. You may enact these strategies in class, through business ventures or in assessment tasks, and identify how business managers enact these strategies in the business situations you study.

How will you be assessed?

Assessment in Business Management lets you demonstrate your knowledge and understanding in business situations. By analysing the strategies you see in business situations, you may evaluate how effective they are and propose recommendations. You will have a chance to present this information to audiences through writing and speaking, or by combining modes for a presentation. These communication skills will be useful for a future in business management.

In Business Management, assessment instruments include feasibility studies, extended responses and examinations. Feasibility studies involve proposing a start-up business or a new business idea. By analysing existing or competing businesses, you will determine the viability of your business idea or start-up business. Extended responses include responses to research or stimulus materials, such as business venture reports, essays, articles, speeches or presentations. Examinations may be extended response tests or short response tests, which include short answer responses.

In Year 12, you will complete five-to-seven assessment responses, including at least one feasibility study and at least one supervised extended response test.

How can parents/carers help?

Your parents/carers may help you by:

- discussing different views of current Business Management issues with you
- encouraging and helping you find suitable websites, documentaries, journals and other resources
- encouraging you to take part in school-based activities, including field trips, and extracurricular activities
- offering their services as guest speakers if they are involved in this area of study or related industry
- encouraging safe and ethical behaviour
- contacting your school to establish communication with your teachers to help understand the work undertaken at senior level, and to become familiar with assessment requirements.



Where can Business Management take you?

This subject contributes four credits towards the Queensland Certificate of Education (QCE). If you would like to learn more about this certificate, please visit the QCE page on the QCAA website www.qcaa.qld.edu.au/589.html.

A course of study in Business Management can establish a basis for further education and employment in small-to-medium enterprise, business management, human resource management, financial management, commerce, marketing and operations management and corporate systems management.

For further information about future tertiary pathways, consult the QTAC Guide to Tertiary Courses www.qtac.edu.au.

More information

This subject guide relates to courses developed from the Business Management Senior Syllabus 2013. If you would like more information please visit the subject page on the [QCAA website](http://www.qcaa.qld.edu.au) or email senior.syllabuses@qcaa.qld.edu.au.