What is Business Studies all about?

Business Studies allows you to develop practical business knowledge, understanding and skills for use, participation and work in a range of business contexts. It will help you to develop the knowledge and skills need in the business sector — which is estimated to employ over 2 million Australians and is growing at the rate of approximately 5% per year. Exciting and challenging career opportunities exist in the business sector across a range of business contexts.

What will you learn?

Through your learning across the core 'Business practices' and 'Business functions', you will experience the knowledge and skills used when working in a business, exploring and applying these through a variety of business contexts, such as entertainment, events management, health and wellbeing, legal, media, mining, real estate, retail, sports management, technical, tourism.

You will engage in learning from four business practices:

- Business fundamentals — to develop understanding of how a business operates and functions
- Financial literacy — to make informed and effective decisions in consumer and financial contexts
- Business communication — to effectively exchange information through different modes of interaction for the purpose of carrying out business activities
- Business technology — to select and use technology applications to process, convey and present information effectively.

You will explore the business practices through four business functions:

- Working in administration focuses on the broad range of administrative knowledge, understanding and skills needed to work in business
- Working in finance focuses on the knowledge, understanding and skills needed to support the financial functions of a business
- Working with customers focuses on investigating the meaning and importance of customer service and how businesses decide on the level of customer service they will offer
- Working in marketing focuses on investigating how businesses use marketing activities to meet customers’ needs and deal with competition.

How will you learn?

In Business Studies you will analyse business information and planning, and propose and implement outcomes and/or solutions across business contexts in real or simulated business environments. Whether this practical experience is gained in your classroom or school, in local community contexts, or workplaces, these connections will build your awareness and understanding of life beyond school through authentic, real-world interactions.
How will you be assessed?

Assessment in Business Studies gives you opportunities to develop and demonstrate your knowledge, understanding and skills.

Assessment will include:

- projects, which provide you with authentic, real-world opportunities to demonstrate your learning; a response includes at least two components chosen from practical, written, spoken or multimodal
- extended responses to stimulus materials such as images, graphs, media articles, quotes or texts
- short response examinations.

In Semesters 3 and 4, you will be expected to complete from four to six assessment tasks, including one project.

How can parents/carers help?

Your parents/carers may help you by:

- discussing different views of current Business Studies 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
- 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 Studies take you?

This subject contributes four credits towards the Queensland Certificate of Education (QCE) if you receive a Sound Achievement or higher. 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 Studies can establish a basis for further education and employment in office administration, data entry, retail, sales, reception, small business, finance administration, public relations, property management, events administration and marketing.

More information

This subject guide relates to courses developed from the Business Studies Subject Area Syllabus 2014. If you would like more information, please:

- visit the subject page on the QCAA website www.qcaa.qld.edu.au/30492.html
- email senior.syllabuses@qcaa.qld.edu.au.