

UNIT 3 & 4 BUSINESS MANAGEMENT

Business Management is designed to equip students with the knowledge and skills needed for ethical leadership and effective participation in various business roles. It offers pathways to careers such as small business ownership, project management, and specialisation in areas like marketing and public relations through further study.

UNIT 3

Students will examine different types of businesses and their respective objectives and stakeholders. They will investigate strategies to manage both staff and business operations to meet objectives and develop an understanding of the complexity and challenge of managing businesses. Students will compare theoretical perspectives with current practice through the use of contemporary Australian and global business case studies from the past four years.

AREA OF STUDY

- Business foundations
- Human resource management
- Operations management

OUTCOMES

Outcome 1: Analyse the key characteristics of businesses, their stakeholders, management styles and skills, and corporate culture.

Outcome 2: Explain theories of motivation and apply them to a range of contexts, and analyse and evaluate strategies related to the management of employees.

Outcome 3: Analyse the relationship between business objectives and operations management, and propose and evaluate strategies to improve the efficiency and effectiveness of business operations.

UNIT 4

Students will consider the importance of reviewing key performance indicators to determine current performance and the strategic management necessary to position a business for the future. Students will study a theoretical model to undertake change and consider a variety of strategies to manage change in the most efficient and effective way to improve business performance. They will investigate the importance of effective management and leadership in change management. Using one or more contemporary business case studies from the past four years, students will evaluate business practice against theory.

AREA OF STUDY

- Reviewing performance – the need for change
- Implementing change

OUTCOMES

Outcome 1: Explain the way business change may come about, analyse why managers may take a proactive or reactive approach to change, use key performance indicators to analyse the performance of a business, explain the driving and restraining forces for change, and evaluate management strategies to position a business for the future.

Outcome 2: Discuss the importance of effective management strategies and leadership in relation to change, evaluate the effectiveness of a variety of strategies used by managers to implement change, and discuss the effect of change on the stakeholders of a business.