

VCE Business Management

CAREER PATHWAYS: (there are many more!!)

- Starting and running your own business
- Sales/marketing manager
- Social media manager
- Accountant/finance
- Project manager
- Operations manager
- Office manager
- Events manager
- Importer, exporter, wholesaler
- For more information, refer to the [Bullseye chart](#)

WHY CHOOSE BUSINESS MANAGEMENT?

Studying Business Management offers a solid foundation for a successful and rewarding career. With a focus on essential business principles, strategic thinking, and practical skills development, you are equipped with the tools you need to thrive in today's competitive business world. The *VCE Business Management Study Design* follows the process from the initial idea for a business concept, to planning and establishing a business, through to the day-to-day management of a business. It also considers changes that need to be made to ensure the continued success of a business. You will develop an understanding of the complexity of the challenges facing decision-makers in managing businesses from a biblical perspective.



Excursion to the Yakult Factory

Unit 1: Planning a business
Unit 2: Establishing a business
Unit 3: Managing a business
Unit 4: Transforming a business

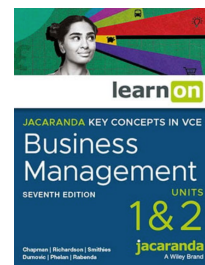
TEXTBOOKS:

Units 1 and 2: Jacaranda Key Concepts in VCE Business Management (7th ed.)

Units 3 and 4: Edrolo textbook

ASSESSMENT:

Assessment includes structured questions, case studies, practical assignments (for Units 1 and 2 - such as creating a business plan and running a market stall).



What does Business Management cover?

UNIT 1: PLANNING A BUSINESS (Year 11 – accelerated subject option)

Area of Study 1: The business idea – learn about entrepreneurship and how to turn a business idea into a business.

Area of Study 2: Internal business environment and planning – key decisions that need to be made including the legal structure, business model, business location and staffing.

Area of Study 3: External business environment and planning – elements outside the business that impact business planning, such as customers, suppliers, competitors and the broad external conditions such as legal, economic, technological and global.

UNIT 2: ESTABLISHING A BUSINESS (Year 11 – accelerated subject option)

Area of Study 1: Legal requirements and financial considerations – such as financial control and reporting systems, policies and procedures, technological and global issues.

Area of Study 2: Marketing a business – covers a range of marketing practices including identifying the needs of the target market and creating brand presence through the consideration of the 7Ps of marketing. Also includes public relations management.

Area of Study 3: Staffing a business – within the establishment phase, this involves recruitment, selection, induction and training in order to meet staffing needs and meet business objectives.

UNIT 3: MANAGING A BUSINESS (Year 12 – accelerated subject option)

Area of Study 1: Business foundations – types of legal structures, business objectives, stakeholders, management styles and management skills.

Area of Study 2: Human resource management – motivation theories and strategies, performance management, employment conditions, training options and termination management.

Area of Study 3: Operations management – strategies to improve the efficiency and effectiveness of operations, in relation to materials management, technology, quality, waste minimization and consideration of corporate social responsibility.

UNIT 4: TRANSFORMING A BUSINESS (Year 12 – accelerated subject option)

Area of Study 1: Reviewing performance: the need for change – proactive and reactive change, using theoretical tools to evaluate the need for change and an approach to competitive advantage.

Area of Study 2: Implementing change – strategies to successfully implement change and create a positive corporate culture, evaluating the effectiveness of change.

For further information about the **Study Design** for Business Management, go to the **VCAA website**:

<https://www.vcaa.vic.edu.au/curriculum/vce/vce-study-designs/business-management/Pages/Index.aspx> or email Mrs Campbell: sonja.campbell@baysidecc.vic.edu.au.