

# Business A/T

## Business A/T

Students will study the management of resources and the provision of goods and services, as well as the complexities of operating enterprises at the local, national, and global levels. They investigate ethical practices, including social responsibility and sustainability enabling them to engage with the world as responsible citizens and businesspeople. Students develop their knowledge and understanding of business structures. They develop an understanding of the principles and methods of marketing and advertising as central to business activity.

Students develop the knowledge, understanding and skills to make business plans for specific contexts and markets. They develop an understanding of business leadership principles, and the ethical and regulatory contexts in which leadership occurs.

Overall, they develop the capacity to make informed business decisions for a range of business environments. Students develop the skills to think critically to create solutions to business problems individually and collaboratively. They will research, analyse, and synthesise information to justify their position with persuasive, logical and coherent arguments. They will consider ethical, sustainable, and financial factors from local, national, and global perspectives.

### Course Patterns

This course is non-sequential and there are no prerequisites and no compulsory units. All units can be studied as A or T.



### Extracurricular Opportunities

#### BlueShift Business Case Competition

Students work in small teams to develop bespoke business solutions for real businesses. Lake Ginninderra has been a finalist in this competition for the past two years—*will you help us to continue our success?*

#### Academic Incursions

We have developed a strong partnership with the University of Canberra's faculty of Business, Government and Law, which has seen academic incursions delivered to our students by UC academics in the Business field. This helps our students to understand complex topics such as globalisation.

#### Sydney/Melbourne Small Business Expo

Each year we travel to Sydney or Melbourne for their Small Business Expos, where students conduct market research utilising real businesses and learn from experienced small business owners. Students tour co-working spaces, social enterprises and innovative businesses to enhance their understanding of their current unit. We also organise for students to engage with local universities to learn more about the study of Business at a tertiary level.

## Units

### Business Opportunities

Students investigate the nature of businesses formed in response to economic, social, regulatory, local, national, and global contexts. They critically analyse business responses to the opportunities and challenges offered by the contemporary world, including a social enterprise, a First Nations Australian enterprise and an enterprise operating in the Asia-Pacific region. Students develop skills in communication and planning to support collaborative problem solving and project work. They refine their capacity to analyse numerical data that supports business decisions.

### Business Marketing

Students critically analyse case studies of marketing campaigns, including social enterprise marketing. Students develop skills in digital and social media to support the creation of marketing campaigns and business solutions derived from principles and theories. Students refine their creativity, teamwork, and communication skills in the collaborative analysis of marketing problems and creation of marketing solutions.

### Leading a Business

Students critically analyse case studies of business leadership from contemporary local, national, and global businesses. They evaluate contemporary management practices considering emerging challenges and opportunities, and in the context of intercultural, ethical, and regulatory requirements. They refine critical thinking and mathematical skills needed to undertake budgeting and financial analyses of enterprises and propose viable solutions.

### Business Finance and Planning

Students investigate concepts and methodologies of finance and entrepreneurship that underpin business planning, including procurement. Students critically analyse case studies of business finance and planning in small, medium, and large businesses. They evaluate financial practices for different types of business organisations, including social enterprises.

