**BUSINESS MANAGEMENT**

**Business Management Units 1 & 2:** This study aims to enable students to understand and apply business concepts, principles and terminology and to understand the purpose and significance of business within local contexts. Students develop an understanding of the complex and changing environment that businesses operate within and the nature of relationships between key stakeholders within that environment, and of the ways in which small to medium-scale businesses are managed effectively for commercial success across a range of contexts.

**Unit 1 - Small business management:** Students examine the characteristics of a range of businesses and their internal and external environments, and develop an understanding of the nature of business in Australia. Business ethics and socially responsible management are also important considerations for businesses and will have an impact on the various stakeholders of all businesses. In investigating these business characteristics, students gain an understanding of the interrelationships that affect business activity.

**Unit 2 - Communication and management:** This unit focuses on the importance of effective communication in achieving business objectives. Students investigate communication both internal and external to the business. They develop knowledge of aspects of business communication and are introduced to skills related to its effective use in different contexts. The vital functions of marketing and public relations are considered, with students developing an understanding of the important role these functions play in the ultimate success of a business.

**Business Management Units 3 & 4:** This study aims to enable students to understand and apply business concepts, principles and terminology and to understand the purpose and significance of large-scale business within national and global contexts. Students develop an understanding of the complex and changing environment that businesses operate within and the nature of relationships between key stakeholders within that environment, and of the ways in which large-scale businesses are managed effectively for commercial success across a range of contexts. Students develop skills to analyse effective management practices for commercial success in the context of business ethics and social responsibility.

**Unit 3 - Corporate management:** The focus of this unit is on how large-scale organisations operate. Students examine the environment (both internal and external) in which large-scale organisations conduct their business, and then focus on aspects of individual business’ internal environment and how the operations of the business are managed. Students develop an understanding of the complexity and challenge of managing large-scale organisations and have the opportunity to compare theoretical perspectives with practical applications.

**Unit 4 - Managing people and change:** This unit continues the examination of corporate management. It commences with a focus on the human resource management function. Students learn about the key aspects of this function and strategies used to most effectively manage human resources. The Unit concludes with analysis of the management of change. Students learn about key change management processes and strategies and are provided with the opportunity to apply these to a contemporary issue of significance.