The course helps students to develop practical skills as well as knowledge and understanding of business activity by focusing on innovation, initiative and entrepreneurship. This course uses real businesses and scenarios to develop financial and business literacy.

**Business Management and Enterprise**

**Recommended Background**

Students selecting this course need to have good written and oral communication skills

- A 'C' grade in English is the recommended minimum for stage 1 Business.
- A 'B' grade in English is the recommended minimum for stage 2 and above.
- It is recommended that students studying BME 3AB should have completed BME 2AB or equivalent.

**Commitment**

Students will be required to complete a minimum of 3 hours of study per week for this course.

**Business Management and Enterprise 1AB**

In unit 1A, the focus is on the role of business in Australia with a tourism focus. Most people have had a tourism experience, whether it is staying in holiday accommodation, visiting attractions, experiencing events or paying for and using other goods and services. Therefore, learning contexts are selected that tap into these interests and build upon this informal understanding. Different perspectives on the contribution of business to society are considered. Marketing plans and promotions are developed for new and innovative tourist activities. In unit 1B, the focus is on contexts related to initiative and inspiration, which are the values of the dynamic and imaginative entrepreneur or business manager. Opportunities are provided to explore business start-ups and to recognise the factors that contribute to business success. Entrepreneurship and innovative thinking are introduced, generating ideas and proposals that may be suitable for business ventures. These proposals are then developed into a business plan.

**Business Management and Enterprise 1CD**

In unit 1C, the focus is on business management and administration in Australia. All businesses need to be managed and administered effectively in order to prosper. This unit explores, in a practical way, the role of business and office administration in facilitating business success and considers the importance of communication methods and technologies in business information management. The legislation that affects the internal running of a business in a range of business contexts is also considered.

In unit 1D, the focus is on implementing business policies and procedures which facilitate effective business management and administration. The emphasis is on developing administrative and personal management skills. Students are encouraged to evaluate systems and procedures in terms of their effective contribution to the success of a business organisation and to make or recommend improvements to these systems and procedures.

**Business Management and Enterprise 2AB**

In unit 2A, the focus is on marketing and business success and prosperity. The unit explores what it takes to be successful and to build businesses beyond the initial start-up stage. Opportunities are identified and assessed, taking into account social considerations. Marketing plans are developed for new and innovative products/services.

In unit 2B, the focus is on contexts related to building business, considering the challenges faced by businesses that are expanding. The unit explores business growth across a range of industry sectors and examines the factors that impact upon this growth with a particular emphasis on human resource management.

**Business Management and Enterprise 3AB**

In unit 3A the focus is on contexts related to strategic business in a globalised world. The unit explores and examines competitive moves and business approaches to achieve successful performance in the international arena. Differentiation and competitive advantage are covered, as well as the needs, pressures and opportunities that influence business strategies and decision-making. Financial management is emphasised in this unit.

In unit 3B, the focus is on contexts related to strategic business management and implementation, which includes business practices, competitive situations and work environments. Ultimately the focus is on developing sustainable business growth by converting planned strategies into action in order to achieve strategic objectives. This leads to an emphasis on operations management in this unit.