



Highfields State  
Secondary College

# Semester 1 Course Overview

**Faculty:** Humanities  
**Subject:** Business  
**Year level:** 11

Business is multifaceted. It is a contemporary discipline with representation in every aspect of society including individuals, community and government. Business, as a dynamic and evolving discipline, is responsive to environmental changes such as emerging technologies, globalisation, sustainability, resources, economy and society.

The study of business is relevant to all individuals in a rapidly changing, technology-focused and innovation-driven world. Through studying Business, students are challenged academically and exposed to authentic and real-life practices. The knowledge and skills developed in Business will allow students to contribute meaningfully to society, the workforce and the marketplace and prepare them as potential employees, employers, leaders, managers and entrepreneurs of the future.

Students investigate the business life cycle from the seed to post-maturity stage and develop skills in examining business data and information. Students learn business concepts, theories, processes and strategies relevant to leadership, management and entrepreneurship. A range of business environments and situations is explored. Through this exploration, students investigate the influence of and implications for strategic development in the functional areas of finance, human resources, marketing and operations.

## Unit 2: Business Growth (Term 3 and 4)

In Unit 2, students explore concepts, strategies and processes used by businesses in the start-up and growth stages of the business life cycle. Students explore leadership and management across the key business functions, including financial, human resources, marketing and operations in the growth stage. Analytical tools, including SWOT, PESTLE and break-even analyses are used to analyse and interpret the implications of establishing a business. Market entry is analysed and interpreted using the analytical tools SWOT analysis, USP analysis and power interest grid. Strategies to establish a business and market entry are evaluated using the criteria of competitiveness, effectiveness, efficiency and stakeholder satisfaction. Two authentic case studies will allow students to investigate a franchise and a business entering a new market.

### Topics include:

- Topic 1: Establishment of a business
- Topic 2: Entering markets

### Assessment:

FA3: Investigative Business Report – Extended Response  
FA2: Combination Response Exam