

VCE Business Management

Seymour College



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1. VCE Business Management Overview

This course follows the entire Business process, from the first idea for a business concept or product, to planning and establishing a business, through to the day-to-day management of a business.

People who study Business tend to have an interest in:

- Strategic planning
- Innovation
- Entrepreneurship
- Developments in technology
- Product design
- Advertising and promotion



2. Unit 1 & 2

The focus for units 1 and 2 is on planning and establishing a small business.

The course covers important steps in this process including:

- Brainstorming business concepts
- Resource planning and allocation
- Financial, legal, technological and social considerations
- Internal and external factors that impact a business
- Designing and marketing new goods and services
- Considerations when managing staff in the workplace

3. Unit 3 & 4

The focus for units 3 and 4 is on:

- The management and motivation of staff to achieve business objectives.
- Key operations considerations such as the adoption of technology and entering global markets.
- The cause and effect of business change is also addressed.

4. Entry requirements and assessments

VCE Business Management does not have any pre-requisites to entry. Any student may enroll in the subject regardless of their previous study and interests.

VCE Business Management is an extension of the 7-10 Economics & Business curriculum, which is studied by all students at Seymour College prior to entering VCE. It is recommended that students who are picking Business Management as a VCE subject have shown a keen interest or aptitude in this subject area.

VCE Business Management is assessed via SACs of various forms (*including topic tests, case studies and business plan assignments*) and an end of year exam.

5. Careers and pathways

Students who complete their studies in VCE Business Management most often seek further study or employment in the following fields:

- Marketing & Advertising
- Accounting & Finance
- Business Management
- Human Relations
- Logistics
- Entrepreneurship (small business ownership)
- Events Management

Conclusion

Overall, Business Management is a useful and relevant subject for students to study. It not only provides them with a wide range of pathway opportunities, but it also provides them with practical knowledge that they can carry into the future.

“The best way to predict your future is to create it”
- **Peter Drucker**

