



| | |
|----------------------------------|---|
| Subject: | Business Management (BM) – Elective |
| Subject Outline: | This subject is designed to introduce students to the fundamental principles and processes that are used in Business Management. |
| Objectives: | On successful completion of this subject, students will be able to: 1. Apply theoretical concepts to evaluate real-life examples of business situations (GA 2, 3); 2. Identify social factors and ethical considerations in the actions of organisations (GA 2, 7); 3. Demonstrate competence in problem solving by identifying the problem, selecting and interpreting relevant data, applying appropriate analysis and recommending solutions by evaluating their implications (GA 1, 4, 5); 4. Collect, organise and present information appropriately (GA 3); 5. Demonstrate relevant English language and business-specific language skills (GA 1). |
| Graduate Attributes (GA): | On completion of the Foundation Program, students will be able to: 1. Communicate effectively in English in a variety of contexts, circumstances and modes 2. Demonstrate relevant, practical and theoretical knowledge in a subject area 3. Apply relevant academic literacy skills in a subject area 4. Apply relevant numeric literacy skills in a subject area 5. Apply critical, analytical thinking, and problem solving skills for academic contexts 6. Work independently and collaboratively in a cross-cultural context 7. Demonstrate academic integrity |
| Contact Time: | ➤ Standard Students – Four (4) hours per week including one (1) hour tutorial ➤ Express Students – Five (5) hours per week. |
| Attendance: | Students are expected to attend all classes. Attendance is highly valued and contributes directly to the academic success of the student. Attendance is monitored as described in the Attendance Policy. |
| Tutorials: | Standard students receive assistance from tutors, which involves clarifying concepts discussed in teacher classes, helping students to comprehend and solve questions/problems and providing direction for students about current assessment activities. Express students while not having tutorials, do have less structured student led sessions as part of their program, which encourage students to actively participate in class. |
| Student Textbook: | Two IES Business Management Manuals are provided. |
| Content: | <ul style="list-style-type: none">● Business Principles● Strategy● Marketing● Organisational Behaviour● Company Types and Business Law● Organisational Structure● Finance● TEAMS● Leadership & Decision-Making● Customer Service● Applied Marketing● Change Management● Corporate Social Responsibility |



Students in the Standard Program are assessed through the following assessment activities:

| Assessment Activity | Description | Weighting |
|--|---|------------------|
| Case Study Journal 1 | Students are required to maintain a journal interpreting examples of a specific case study relevant to business theories encountered within the subject. | 5% |
| Business Plan | Students are required to produce a business plan for the virtual business that they manage. | 20% |
| Mid-Course Exam | Students will complete this exam (2 hours in length) which covers all topics discussed in the first half of course. | 25% |
| Case Study Journal 2 | Students are required to maintain a journal interpreting examples of a specific case study relevant to business theories encountered within the subject. | 10% |
| Business Simulation – Reflective Report | Students write a report on their participation in the management of a virtual company. Through the report students are able to demonstrate how their theoretical knowledge of business theory could be applied in the virtual company. | 10% |
| Seminar | Students will be required to give an individual 10 minute presentation to the class, using PowerPoint as a visual aid. This presentation should summarise the findings of their Reflective Report and foster discussion within their class. | 5% |
| Final Exam | Students will complete this exam (2 hours in length) which covers all topics discussed in the second half of course. | 25% |



Students in the Express Program are assessed through the following assessment activities:

| Assessment Activity | Description | Weighting |
|--|--|------------------|
| Case Study Journal 1 | Students are required to maintain a journal interpreting examples of a specific case study relevant to business theories encountered within the subject. | 5% |
| Business Plan | Students are required to produce a business plan for the virtual business that they manage. | 20% |
| Case Study Journal 2 | Students are required to maintain a journal interpreting examples of a specific case study relevant to business theories encountered within the subject. | 10% |
| Business Simulation – Reflective Report | Students write a report on their participation in the management of a virtual company. Through the report students are able to demonstrate how their theoretical knowledge of business theory could be applied in the virtual company. | 10% |
| Seminar | Students will be required to give an individual 10 minute presentation to the class, using PowerPoint as a visual aid. This presentation should summarise the findings of their Reflective Report and foster discussion within their class. | 5% |
| Trimester Exams | Students will complete three exams at the completion of each Trimester. Trimester One exam is in the first part of the course and assess students' understanding of the basic business principles and theories. Trimester Two exam will assess students' ability to problem-solve, evaluate and analyse scenario based questions by referring to the business principles and theories covered earlier in the course. Trimester three exam will cover topics such as leadership, teams, customer service and change management. | 50% |