

BUSINESS FOUNDATIONS

THE BASE OF CAREER SUCCESS!



COURSE STRUCTURE

Business Foundations is available to students from all regions and runs for eight months, aligning with the start of the school academic year. The course is comprised of four units, each of which is allocated two months.

The estimated workload will be 25-30 hours per unit depending on factors such as the student's application and level of engagement.

Each unit is made up of 5-6 topics. Each of these topics will form compulsory learning for each student.

Each unit has a set due date being the last day of the second month of the unit.

Students must submit their work by the due date to be eligible for credit for that particular unit. The following units will cover the essential scope:

1. Leading Business
2. Operations
3. Sales and Marketing
4. Economics and Finance

Students who have minimal time, due to other academic commitments, will be able to embrace the content of the course and complete a minimum number of responses to gain a 'competent' grade. It is anticipated this will involve a commitment of approximately 25 hours per unit (100 hours per year).

Students who wish to extend themselves, can undertake additional response tasks designed to stretch them, consolidate their understanding and develop their skills. Successful completion of these additional assessments, will earn a 'merit', 'distinction' or 'high distinction' grade. It is anticipated that this advanced level will involve a commitment of approximately 30 hours per unit (120 hours per year).

The student achievement grade, which reflects the commitment to the Global CAP Course, will appear on the CAP report and be available to the Business Sponsor.

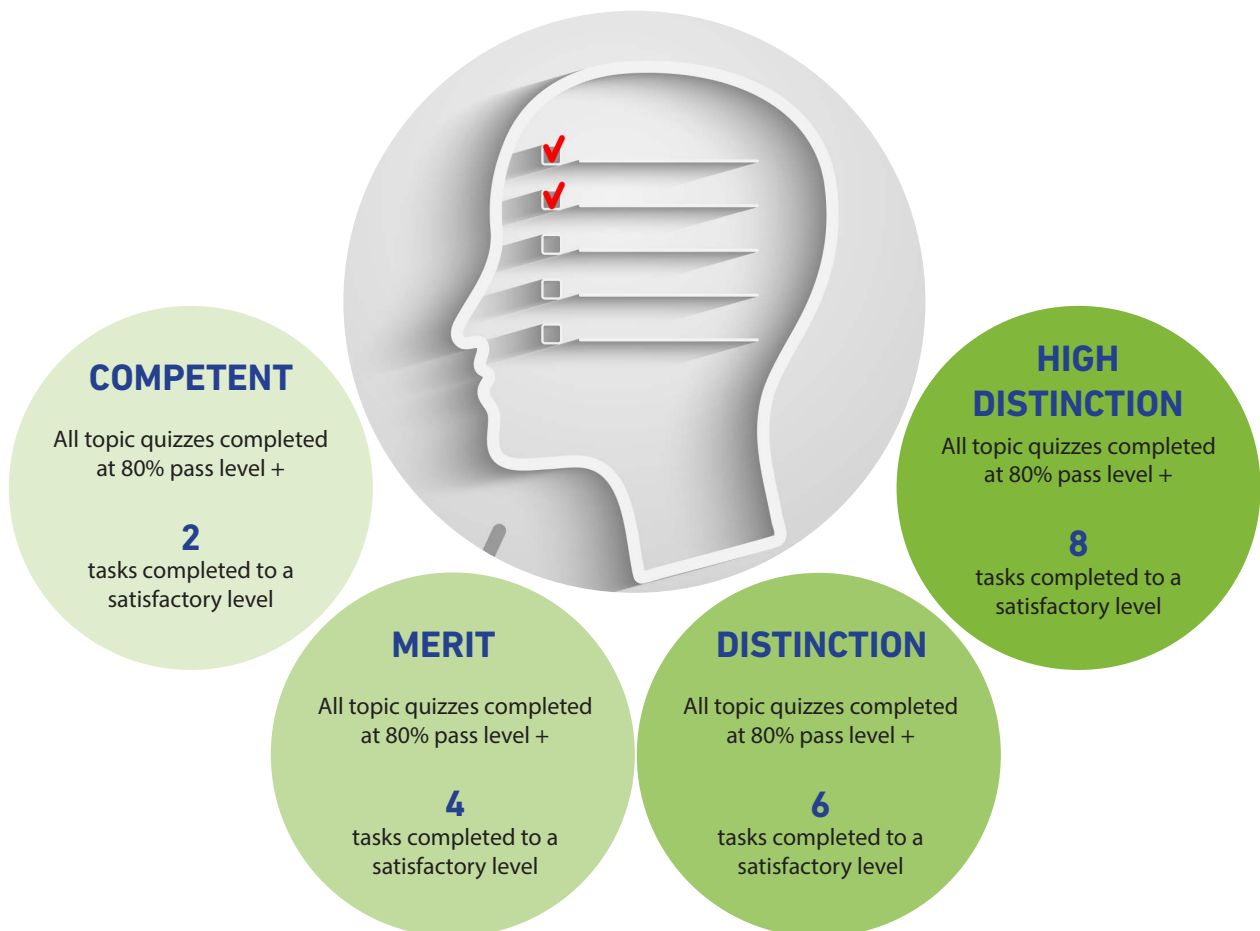
A minimum grade of 'competent' in all of the four units is required to be eligible for the debenture.

The following underpins each unit:

- A positive attitude
- Self-motivation
- Being a team player
- Having a strong work ethic
- Being organised
- Being a problem-solver

ASSESSMENT

Assessment will be based on completion of online quizzes and responses to tasks. The following assessment guideline will derive a grade for each student for a unit.



UNIT 1

LEADING BUSINESS

A leader's job is both inspirational and visionary. A leader clearly understands the vision and motivates others to engage with and to deliver that vision. The success of this is reliant on the leader having the right mindset and being an agile, positive thinker, equipped with the skills to make sound decisions, solve problems, think creatively and innovate.

TOPIC 1: PROBLEM SOLVING

- Finding the cause
- Tools and approaches

TOPIC 2: DECISION MAKING

- Decision making models
- Being objective

TOPIC 3: HABITS FOR SUCCESS

- Habits of mind
- Habits of highly effective people

TOPIC 4: CREATIVE THINKING

- Brainstorming
- Mind mapping
- Reframing

TOPIC 5: INNOVATION

- Research and development
- Workshopping innovative ideas



UNIT 2

OPERATIONS

Business operations focus on the activity in a business encompassing everything that happens to keep it running and earning revenue. It includes the structure, systems, equipment, people, and processes needed to make the organisation function and to harvest value from business assets. The operations of a business will vary depending on business size, structure and its core business.

TOPIC 1: BUSINESS STRUCTURES AND SIZES

- Sole trader, company, partnership, trust
- Small, medium, large

TOPIC 2: INDUSTRIES

- What is an industry?
- Retail
- Wholesale
- Manufacturing

TOPIC 3: BUSINESS OBJECTIVES

- Profit
- Fulfil a market need or social need
- Increase market share
- Meet shareholder expectations

TOPIC 4: AREAS OF MANAGEMENT

- What are areas of management in business?
- Meeting business objectives

TOPIC 5: OPERATIONS MANAGEMENT

- Systems thinking
- Input – Processes – Output
- Just in time
- Total quality management
- Lean

TOPIC 6: SYSTEMS TO SUPPORT BUSINESS

- Business information systems
- CRM
- Accounting systems
- Inventory systems



UNIT 3

SALES & MARKETING

Business success rests on its ability to sell its products and services. The sales and marketing functions of a business are integral to making this happen. A successful business knows who its customer is and how to meet their needs and expectations.

TOPIC 1: FUNCTIONS TO SUPPORT BUSINESS OBJECTIVES

- Sales
- Marketing
- Evolving link
- The Sales Funnel

TOPIC 2: KNOWING THE BUYER

- Segmentation
- Profiling the market
- Understanding buyer behaviour
- Customer needs and expectations

TOPIC 3: 7PS

- Product
- Price
- Place
- Promotion
- People
- Physical evidence
- Process

TOPIC 4: CUSTOMER FOCUS

- Customer driving business
- B2B
- B2C
- Providing an end user experience
- Customer service

TOPIC 5: THE SALES PROCESS

- Sales Enquiries/Leads
- Quotations/Present products and services to the customer
- Follow-up and close the sale
- Process the order and follow-up production lead time
- Provide after sales support



UNIT 4

ECONOMICS & FINANCE

Business is a numbers game and it is therefore important that anyone working in business has at least a basic understanding of certain economic and financial concepts. This unit contains a variety of topics to introduce essential economic and finance concepts.

TOPIC 1: SUPPLY AND DEMAND

- Equilibrium price
- Factors affecting supply
- Factors affecting demand

TOPIC 2: ECOSYSTEMS

- Government
- Business
- Household
- Individual

TOPIC 3: ECONOMIC CONDITIONS

- Interest rates
- Exchange rates
- Inflation

TOPIC 4: BUDGETING AND FORECASTING

- Why budget?
- Developing a budget
- Using a budget
- Value of forecasting

TOPIC 5: RATIOS

- Purpose of ratios
- Types of financial ratios

TOPIC 6: FINANCIAL DOCUMENTS

- Purchase order
- Quote
- Invoice
- Profit and loss

