

BUSINESS

CAREERS:

Business Studies or Economics will provide an understanding of Economics, Business Administration, and Human Resources. This course will be useful for careers such as business management, journalism, law, politics, stockbroker, banking, valuer etc.

Vocational Pathways for Business

Primary Industry Sector (PI)

You'll be contributing to an important and sustainable sector that's one of New Zealand's biggest employers and exporters. Whether you're from a rural background or a townie, there's something here for you.

Types of jobs for this Vocational Pathway include:

• Biochemist • Farm worker • Fishery Officer • Food technologist • Hunter/Trapper • Production Manager • Vet • Winemaker

Service Industry Sector (SI)

With skills from this sector you can work and travel the world. It can be truly inspirational – from travel to tourism, hairdressing to hospitality, physical fitness to financial services. In these jobs you're the brand, dealing directly with people.

Types of jobs for this Vocational Pathway include:

• Accountant • Army Soldier • Chef • Events Manager • Hairdresser • Journalist • Purchasing Officer • Sales Rep

Creative Industries (CR)

Whether you are looking to move onto further study, training or work, or you're unsure about your options, the yellow pathway will help you plan your study and career options in the Creative Industries.

Types of jobs for this Vocational Pathway include:

• Artist • Actor • Screen Printer • Art Director • Technical Manager • Stage/Set Designer • Creative Director

Level 1 BUSINESS STUDIES

Prerequisite: An interest in business, be innovative and work cooperatively in a team. TIC approval.

Summary of Course:	<ul style="list-style-type: none"> • Explain the internal operations of a small business • Explain the external operations of a small business • Apply the marketing mix to a product • Investigate aspects of the Recruitment Process in a small business • Carry out and review a product based business activity • Apply business knowledge to an operational problem in a small business
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Assessment	CI	MT	PI	SI	SC	CR	Credits	Internally assessed
90840			•	•		•	3	Marketing Mix (L)
90841			•				3	Recruitment Process (L)
90842			•				6	Planning and running a business (L)
								Externally assessed
90837			•	•		•	4	Demonstrate an understanding of internal factors affecting a small business (L)
90838			•	•		•	4	Demonstrate an understanding of external factors affecting a small business (L)

(L) = Literacy (N) = Numeracy

Level 2 BUSINESS STUDIES	
Prerequisite:	Level 1 Business Studies. TIC approval. 14 credits at Level 1. An interest in business and prepared to be innovative and to work cooperatively in a team.
Summary of Course:	<ul style="list-style-type: none"> • Explain the internal operations of a medium to large business • Explain the external operations of a medium to large business • Identify the aim of market research • Plan and design market research • Collect and record primary data • Investigate the application of motivation theory in a business • Plan for a guided business activity

Assessment	Uni Lit	CI	MT	PI	SI	SC	CR	Credits	Internally assessed
90846				•			•	3	Market Research (N, L)
90847							•	3	Motivation Theory (L)
90848							•	9	Running a business with a community focus (L)
									Externally assessed
90843				•	•			4	Demonstrate an understanding of internal operations affecting a medium to large business (L)
90844				•	•			4	Demonstrate an understanding of how a medium to large business responds to external factors (L)

(L) = Literacy (N) = Numeracy

Level 3 BUSINESS STUDIES	
Prerequisite:	Level 2 Business Studies. TIC approval. 14 credits at Level 2. An interest in business and prepared to be innovative and to work cooperatively in a team
Summary of Course:	<ul style="list-style-type: none"> • Develop a marketing plan • Analyse a human resource issue • Carry out a sustainable, innovative business activity • Internal factors affecting a business in a global context • External factors affecting a business in a global context • Apply business knowledge to address a complex problem(s)

Assessment	Uni Lit	CI	MT	PI	SI	SC	CR	Credits	Internally assessed
91382	R			•	•		•	6	Market Plan
91383	R			•		•		3	HR Issue
91385	R		•	•	•		•	3	Ready to Export
University Literacy W = writing R = reading									Externally assessed:
91379	R,W			•	•			4	Understanding how internal factors interact within a business that operates in a global context
91380	R,W			•	•			4	Understanding how external factors interact within a business that operates in a global context