

Subject: **BUSINESS**
Level: **YEAR 11**
Duration: **FULL YEAR**
Credit Value or Qualification Gained: **National Certificate of Educational Achievement
NCEA Level 1**



Credit Value: **24 credits**

ENTRY REQUIREMENTS / CO-REQUIREMENTS

A good level of English and Mathematics

AIMS:

Studying business creates opportunities for students to:

- Understand the place of business as an integral part of society and the economy;
- Develop the key competencies of *The New Zealand Curriculum*, through fostering qualities such as initiative, resilience, and resourcefulness
- Develop skills such as problem-solving, co-operation, decision-making, negotiation, and communication skills;
- Develop knowledge and an understanding of good business practice and of business as a productive activity;
- Develop financial capability;
- be immersed in enterprise culture;
- Engage in the study of business, in a range of relevant contexts, through experiential as well as theoretical approaches to learning.

CONTENT: Students will learn about the internal and external factors that affect business decisions, look at the marketing mix processes for hiring staff and plan and run their own business. They will combine the theoretical learning with practical experiences that draw on the knowledge and resources of the business community.

ASSESSMENT:

Internally Assessed Achievement Standards – 12 credits

- 1.4 Describe the marketing mix (3 credits)
- 1.5 Describe the selection and recruitment process (3 credits)
- 1.6 Create, develop and present a business plan (6 credits)

Externally Assessed Achievement Standards – 12 credits

- 1.1 Describe the internal influences on business (4 credits)
- 1.2 Describe the external influences on business (4 credits)
- 1.3 Apply skills and ideas with direction in a given business context (4 credits)

FEES:

An administration fee set by NZQA

POSSIBLE FURTHER STUDY AND/OR CAREER OPPORTUNITIES:

- NCEA Level 2 Business
- NCEA Level 3 Business
- Many degree or diploma courses