



HUMAN SOCIETY AND ITS ENVIRONMENT (HSIE)

BUSINESS STUDIES

Business activity is a feature of everyone's life. As consumers and producers, employees, employers or self-employed, savers and investors, and as importers and exporters, people throughout the world engage in a web of business activities to design, produce, market, deliver and support a range of goods and services.

Business Studies at Masada encompasses the theoretical and practical aspects of business and management in contexts which students will encounter in life. We offer Business Studies as a Preliminary course in Year 11 and an HSC course in Year 12.

Our Mission

Students who study Business Studies at Masada develop knowledge and skills that enable them to:

- Comprehend management, finance, employment relations, marketing and the impact of the global business environment
- Understand contemporary business theories and practices
- Investigate business establishment and operations
- Assess and evaluate business performance
- Understand theoretical concepts encountered in the business environment through stimulating case studies
- Examine the role of incentive, personal motivation & entrepreneurship in the success of business, especially in small business
- Become informed citizens dealing with issues related to business activity that impacts their lives
- Foster social & moral development by considering ethical responsibilities of businesses towards society

Our Results

Our Higher School Certificate results have been outstanding in Business Studies for many years.

- In **2016 29%** of students gained **Band 6** with 71% of students in the top two Bands.
- In **2015 77%** of students gained **Band 6** (state average 8%) with 87% of students in the top 2 Bands
- In **2014 67%** of students gained **Band 6** (state average 9%) with 100% of students in the top 2 Bands
- In **2013 68%** of students gained **Band 6** (state average 7.9%) with 89% of students in the top 2 Bands
- In **2012 60%** of students gained **Band 6** (state average 8.4%) with 85% of students in the top 2 Bands
- In **2011 48%** of students gained **Band 6** (state average 7%) with 76% of students in the top 2 Bands

Extra-Curricular Activities and Special Events

Our students have the opportunity to participate in a variety of activities outside the classroom including:

- Australian Securities Exchange Share Market Game (played twice a year)
- Past excursions have been to the Zoo, Crowne Plaza Hotel and Sydney Aquarium for business case studies and Colmar Brunton, a market research agency
- Participation in the "Plan your own Business Enterprise" competition. Masada has had great success, winning in 2008 and being in the final in 2009, 2010, 2012 and in 2015.

Support

Excellent support is provided for students who experience difficulty with any aspect of the Business Studies. Tutorials are arranged by appointment with teachers to discuss progress and students are encouraged to email their work to receive feedback during holiday periods.

Our Results and Tertiary Study

Many of our students at Masada combine their Business Studies with other supporting subjects such as Economics and Accounting and then continue their tertiary studies in these areas.

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