



AOTE A COLLEGE

Course Outline 2024



Course title:	Business Studies	NCEA level:	2	Course Code:	BUS200
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Goals

The goals of this course are:

- Students will develop their own business model, carry out a comprehensive review and refine the business activity within a community context
- They will be able to show an understanding of market research and how it applies to a new or existing product or service.
- They will be able to critically review a product or service-based business activity
- They will demonstrate an understanding of human resources in business, especially the area relating to employee motivation theories
- They will critically review their work in all of the business standards and ensure that they apply the principles of **te kaupapa pakihi**

Assessment

AS 90843 (2.3) Apply business knowledge to a critical problem(s) in a given large business context (External Exam).

AS 90846 (2.4) Conduct market research for a new or existing product.

AS 90847 (2.5) Investigate the application of motivation theory in a business.

AS 90848 (2.6) Carry out, review and refine a business activity within a community context.

Course Endorsement

Course endorsement with **Achieved, Merit or Excellence** **is possible.**

Learning Partnerships

This course will include the resources of, and interaction with, the Young Enterprise Trust.

Assessment summary

NZQF Standard Code	Level	Standard Title	Credits	Assessment type (External or Internal)	Is re - assessment available? (Yes or No)
90843 v2	2	Apply business knowledge to an operational problem(s) in a given small business context	4	External	No
90846 v3	2	Undertake market research for a new or existing product.	3	Internal	Yes
90847 v2	2	Investigate aspects of motivation theory in human resource processes in a business.	3	Internal	Yes
90848 v2	2	Carry out and review a product-based business activity within a classroom context with direction	9	Internal	No

Topic outline (in teaching order)

Topic	NZQF Standard Code	Content	Teaching Time
Market research and how it is applied to new or existing products or services	AS 90846	Discussing and evaluating how producers ascertain who will purchase their product, demographic analysis and other relevant market information. How consumer survey and data mining can determine how products are promoted and placed in the market	10 weeks
Human resources, employment relations and motivation theory in the workplace	AS 90847	Employment motivation and how employees are encouraged (or otherwise) to work more effectively. How various historic theories influence modern-day employers and managers and how these are key elements in business management	5 weeks
Developing and reviewing a product-based business activity within a community context	AS 90848	Discussing and reviewing the development of goods and services in a small business context. How getting this process right is the key to success in any business operation or entity	On-going outcome across the full course pursuant to the objectives of the Young Enterprise Scheme
Understanding operational problems in a small business context	AS 90843	Understanding how businesses (especially small entities) can overcome problems with cash flow, the credit crunch and compliance with legal and ethical issues	6 weeks

Internal Assessment Timeline 2024

	Term 1 02 Feb - 12 Apr	Term 2 29 Apr - 5 July	Term 3 22 July - 27 Sep	Term 4 14 Oct - 8 Dec
Week 1	Mon 29 Jan <i>Course Confirmation</i> <i>Year 9 Pōwhiri 01/02</i>	Mon 29 Apr AS 90846 Due	Mon 22 Jul 2nd Checkpoint AS 90848	Mon 14 Oct AS 90843 Prep & Resubs
Week 2	Mon 05 Feb <i>Waitangi Day 06/02</i> Introduction to course	Mon 06 May Commence AS 90847	Mon 29 Jul Continue AS 90848	Tue 21 Oct AS 90843 Prep & Resubs
Week 3	Mon 12 Feb Commence AS 90848	Mon 13 May Continue AS 90847	Mon 5 Aug Continue AS 90848	Mon 28 Oct <i>Labour Day Mon 28 Oct</i> <i>Seniors Last Day 30/10</i> AS 90843 Prep & Resubs
Week 4	Mon 19 Feb Commence AS 90846	Mon 20 May Continue AS 90847	Mon 12 Aug 3rd Checkpoint AS 90848	Mon 4 Nov <i>NCEA Exams Start Mon 5 Nov.</i> Resubmissions
Week 5	Mon 26 Feb <i>Goal Setting 03/03</i> Continue AS 90846	Mon 27 May Continue AS 90847	Mon 26 Aug <i>Course Selection</i> AS 90843 Exam Prep	Mon 11 Nov.
Week 6	Mon 04 Mar Continue AS 90846	Mon 3 Jun <i>King's Birthday</i> AS 90848 Due	Mon 2 Sept <i>Winter Tournament Week</i> AS 90843 Exam Prep	Mon 18 Nov
Week 7	Mon 11 Mar Continue AS 90846	Mon 10 Jun 1st Checkpoint AS 90848	Mon 9 Sept <i>Derived Grade Exam Week</i>	Mon 25 Nov <i>NCEA Exams Finish 29 Nov</i>
Week 8	Mon 18 Mar <i>Summer Tournament Week</i> Continue AS 90846	Mon 17 Jun Continue AS 90848	Mon 4 Sep Exam Follow-up	Mon 2 Dec <i>Last day for Juniors 07/12</i>
Week 9	Mon 25 Mar <i>Good Fri 29 March</i> Continue AS 90846	Mon 24 Jun <i>Matariki Fri 28 June</i> Continue AS 90848	Mon 16 Sep Continue AS 90848	
Week 10	Mon 01 Apr <i>Easter Monday 01/04</i> <i>Easter Tuesday 02/04</i>	Mon 1 Jul Continue AS 90848	Mon 23 Sep AS 90848 Due	
Week 11	Mon 08 Apr AS 90846			
There will be three major events during the year – YES Timata: an introduction to the YES Programme – Business Pitches: a dragon’s den-style presentation of your product – and YES Market Day: a selling opportunity (TBA)				