
VCE UNITS INFORMATION

VCE Business Management Units 3 and 4

CONTENT

Unit 3: Managing a Business

In this unit, students explore the key processes and issues concerned with managing a business efficiently and effectively to achieve the business objectives. Students examine the different types of businesses and their respective objectives. They consider corporate culture, management styles, management skills and the relationship between each of these and investigate strategies to manage both staff and business operations to meet objectives. Students develop an understanding of the complexity and challenge of managing businesses and through the use of contemporary business case studies.

Unit 4: Transforming a Business

Businesses are under constant pressure to adapt and change to meet their objectives. In this unit, students consider the importance of reviewing key performance indicators to determine current performance and the strategic management necessary to position a business for the future. Students study a theoretical model to undertake change, and consider a variety of strategies to manage change in the most efficient and effective way to improve business performance. They investigate the importance of leadership in change management and evaluate business practice against theory.

OUTCOMES

Unit 3

- Students should be able to discuss the key characteristics of businesses and stakeholders, and analyse the relationship between corporate culture, management styles and management skills
- Students should be able to explain theories of motivation and apply them to a range of contexts, and analyse and evaluate strategies related to the management of employees
- Students should be able to analyse the relationship between business objectives and operations management, and propose and evaluate strategies to improve the efficiency and effectiveness of business operations

Unit 4

- Students should be able to explain the way business change may come about, use key performance indicators to analyse the performance of a business, discuss the driving and restraining forces for change and evaluate management strategies to position a business for the future
- Students should be able to evaluate the effectiveness of a variety of strategies used by managers to implement change and discuss the effect of change on the stakeholders of a business

ASSESSMENT

School Assessed Coursework in Units 3 and 4 contributes to 50%. The level of achievement for Units 3 and 4 is also assessed by an end of year examination, which will contribute 50%.