# Business Management

## HOLIDAY HOMEWORK 2016

<table>
<thead>
<tr>
<th><strong>Teacher/Subject Coordinator Contact:</strong></th>
<th>Gita Menon</th>
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<tr>
<td><strong>Holiday Homework Required:</strong></td>
<td>Please see attached handout</td>
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<tr>
<td><strong>Recommended Work:</strong></td>
<td>Read newspaper/online news articles and present at least one new business story in class after the break.</td>
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| **Resources Required for Subject:**    | *Cambridge VCE Business Management 3&4-Gillian Somers, Julie Cain, Megan Jeffrey- NEW- is out in December*  
*As a headstart- the first 3 chapters on pdf- please download ASAP*  
https://www.dropbox.com/s/115bh6m9w3cwdjk/Cambridge%20Bus%20Man%20Units%203%264%20%28chapters%203%29.pdf?dl=0 |
| **Key Links:**                         | *Check out the new Business Management study design: Browse down to Unit ¾.*  
| **Additional Resources:**              | *www.teachingbubble.com* and click on 2017 Study Design- watch videos and attempt practice Qs |
Business Management Holiday HW- Research Task

1) Read Ch 1 and 2- Cambridge VCE Business Management Unit 3 and 4- pg 1 to pg 30.

2) Choose one of the following businesses in Australia and research various aspects related to their characteristics, objectives, areas of management responsibilities, stakeholders and corporate culture

- Australia Post
- Qantas
- Thank You Water
- Swisse

Answer the following questions and create a fact file on the business:

- What type of business is it? Sole trader, partnerships, private limited companies, public listed companies, social enterprise and government business enterprises. Explain the business type.

- From the website, identify the business objectives- making a profit, increasing market share, fulfilling a market or social need, meeting shareholder expectations. If you cannot locate them on the website, create them.

- Most businesses organise their management into areas of responsibility- Human Resources, Sales and Marketing, operations, finance and technology support. Identify contributions made to the business’s objectives by one or more of these management areas. You may need to read media reports on the business’s achievement and relate to the management area responsible for it.
• Define stakeholders. Identify the stakeholders of the business and explain any conflict of interests they may have therefore putting pressure on the business’ strategies. You may need to imagine a situation if you do not find media reports on stakeholder interests and clashes.

• Define corporate culture and based on the website for your business, elaborate on the seen corporate culture of the business.

THAT’S IT FOLKS!!!!
KEEP CALM AND LOVE BUSINESS MANAGEMENT