



CAP



Business Foundations

The Base of Career Success!



Course Structure



Business Foundations is available to students from all regions and runs for eight months, aligning with the start of the school academic year. The course is comprised of four units, each of which is allocated two months.

The estimated workload will be 12.5-25 hours per unit depending on factors such as the student's application and level of engagement.

Each unit is made up of 5-6 topics. Each of these topics will form compulsory learning for each student.

Each unit has a set due date being the last day of the second month of the unit.

Students must submit their work by the due date to be eligible for credit for that particular unit. The following units will cover the essential scope:

1. Leading Business
2. Operations
3. Sales and Marketing
4. Economics and Finance

Students who have minimal time, due to other academic commitments, will be able to embrace the content of the course and complete a minimum number of responses to gain a 'competent' grade. It is anticipated this will involve a commitment of approximately 12.5 hours per unit (50 hours per year).



Students who wish to extend themselves, can undertake additional response tasks designed to stretch them, consolidate their understanding and develop their skills. Successful completion of these additional assessments, will earn a 'merit', 'distinction' or 'high distinction' grade. It is anticipated that this advanced level will involve a commitment of approximately 25 hours per unit (100 hours per year).

The student achievement grade, which reflects the commitment to the Global CAP Course, will appear on the CAP report and be available to the Business Sponsor.

A minimum grade of 'competent' in all of the four units is required to be eligible for the debenture.

The following underpins each unit:

- A positive attitude
- Self-motivation
- Being a team player
- Having a strong work ethic
- Being organised
- Being a problem-solver

Assessment



Assessment will be based on completion of online quizzes and responses to tasks/exercises. The following assessment guideline will derive a grade for each student for a unit.



Competent.

All topic quizzes completed at 80% pass level +

4

tasks completed to a satisfactory level

Merit.

All topic quizzes completed at 80% pass level +

5

tasks completed to a satisfactory level

Distinction.

All topic quizzes completed at 80% pass level +

6-7

tasks completed to a satisfactory level

High Distinction.

All topic quizzes completed at 80% pass level +

8

tasks completed to a satisfactory level

Unit 1

Leading Business



A leader's job is both inspirational and visionary. A leader clearly understands the vision and motivates others to engage with and to deliver that vision. The success of this is reliant on the leader having the right mindset and being an agile, positive thinker, equipped with the skills to make sound decisions, solve problems, think creatively and innovate.

1: PROBLEM SOLVING

- In business and leadership
- Models

2: DECISION MAKING

- Routine and complex
- Models
- Analytic tools

3: HABITS

- Habits of mind
- Habits of highly effective people

4: CREATIVE THINKING

- Brainstorming
- Mind Mapping
- Reframing

5: INNOVATION

- Research and development
- Workshopping ideas
- Spaces for innovation

6: SYSTEMS TO SUPPORT BUSINESS

- Business information systems
- Customer relationship management
- Accounting
- Inventory

Unit 2

Operations



Business operations focus on the activity in a business encompassing everything that happens to keep it running and earning revenue. It includes the structure, systems, equipment, people, and processes needed to make the organisation function and to harvest value from business assets. The operations of a business will vary depending on business size, structure and its core business.

1: BUSINESS STRUCTURE AND SIZES

- Business versus NFP
- Size
- Structures

2: INDUSTRIES

- Industries and sectors
- Retail
- Wholesale
- Manufacturing

3: BUSINESS OBJECTIVES

- Mission and Vision
- Values
- Objectives

4: AREAS OF MANAGEMENT

- Resources
- Levels of management
- Functional areas of management

5: OPERATIONS MANAGEMENT

- Systems thinking
- Transformation process
- Lean
- Just in Time
- Total Quality Management

Unit 3

Sales & Marketing



Business success rests on its ability to sell its products and services. The sales and marketing functions of a business are integral to making this happen. A successful business knows who its customer is and how to meet their needs and expectations.

1: FUNCTIONS TO SUPPORT BUSINESS OBJECTIVES

- Sales and marketing objectives
- Evolving link
- Sales Funnel

2: KNOWING THE BUYER

- Market segmentation
- Target market
- Buyer behaviour
- Customer needs
- Product knowledge

3: 7PS

- Product
- Price
- Place
- Promotion
- People
- Process
- Physical evidence

4: CUSTOMER FOCUS

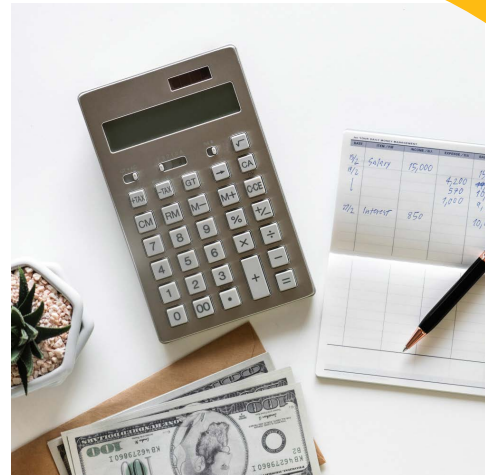
- Customer driving business
- End user experience
- B2B
- B2C
- Customer service

5: THE SALES PROCESS

- Sales enquiries, leads, prospects
- Sales presentations
- Quotes
- Closing the sale

Unit 4

Economics & Finance



Business is a numbers game and it is therefore important that anyone working in business has at least a basic understanding of certain economic and financial concepts. This unit contains a variety of topics to introduce essential economic and finance concepts.

1: LAW OF SUPPLY AND DEMAND

- Economic questions
- Supply and demand
- Factors affecting supply
- Factors affecting demand

2: ECONOMIC SYSTEMS

- Unlimited needs and wants
- Relative scarcity
- Opportunity cost

3: ECONOMIC CLIMATE

- Economic growth
- Inflation
- Interest rates
- Exchange rate

4: BUDGETING AND FORECASTING

- Budgets
- Developing a budget

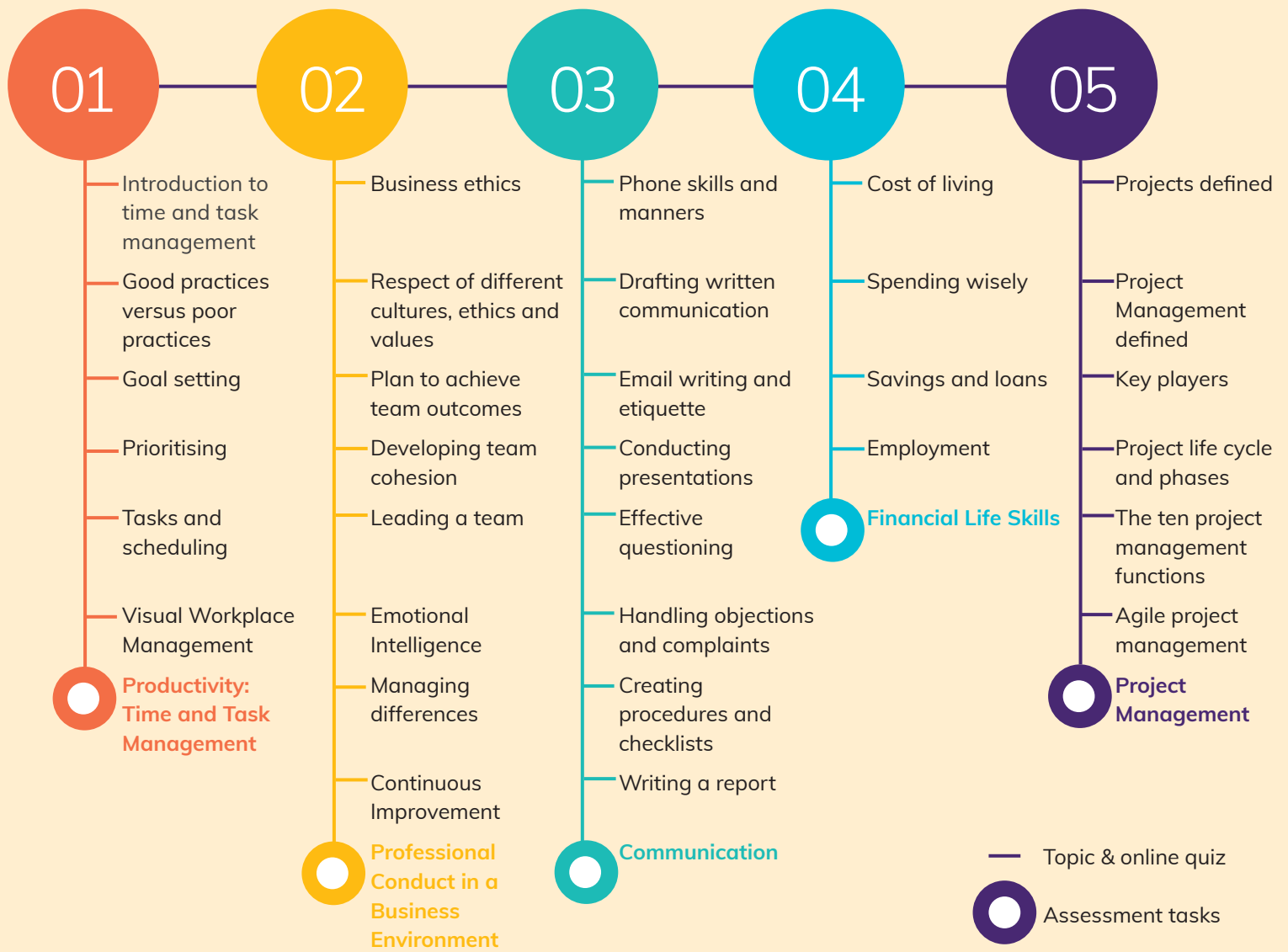
5: FINANCIAL DOCUMENTS

- Quote, purchase order, invoice
- Income statement
- Balance sheet

6: RATIOS

- Analysis and interpretation
- Ratios
- Using the income statement

Career Fundamentals



Business Foundations

