

NORTH OF THE SILK ROAD

Learn how to plan, manage, market, finance, and develop a cottage craft business. The subject focuses on developing the knowledge and skills to engage in business and entrepreneurship.

PREREQUISITES: NIL

WHAT WILL YOU LEARN?

01. Understanding of marketing principles used to market and sell a product.
02. Develop creative, innovative and or practical solutions.
03. Understand and develop, skills and characteristics to run a small business.

Transferable Skills	
<ul style="list-style-type: none"> • Listening, understanding and respectfully sharing thoughts and ideas. • Working effectively with all class members and the community, and includes giving and receiving • Constructive feedback. • Identifying opportunities not obvious to others and marketing and selling a product or service. 	

Assessment	
Stage I	Business Skills (40%); Business Model (30%); Business Plan and Pitch (30%) Practical Exploration (40%); Connections (30%); Personal Venture (30%)
Stage II	Practical Inquiry (40%); Connections (30%); Personal Endeavour (30%)



VOCATIONAL PATHWAYS

- Certificate III Diploma in Business
- Diploma of Design and Technology Innovation
- Certificate IV in Marketing and Communication



TERTIARY PATHWAYS

- Bachelor of Finance and Business
- Bachelor of Business Management
- Bachelor of Marketing



CAREERS

- Marketing Officer
- Entrepreneur
- Product Manager
- Business Manager
- Business Owner



SACE STAGE 1 | 10 CREDITS
ONE SEMESTER



SACE STAGE 2 | 20 CREDITS
FULL YEAR



ATAR SUBJECT