## Economics & Business

119 videos

<table>
<thead>
<tr>
<th>Title</th>
<th>Year</th>
<th>Rating</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A Case Study in IR Reform</strong></td>
<td>2007</td>
<td>E</td>
<td>00:29:56</td>
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<tr>
<td>This programme explores the changes that have come about under the Work Choices Legislation and the impact of these changes on employees in small and large businesses, trade unions and employers.</td>
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<tr>
<td><strong>A Day in the Life of a Cafe Owner: Food Service and Catering for Business</strong></td>
<td>2003</td>
<td>E</td>
<td>00:30:52</td>
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<tr>
<td>In the six months since they bought &quot;Fresh&quot;, partners Lee and Guy have built up a successful cafe business specialising in freshly roasted coffee and fresh produce. Over the course of a day we discove...</td>
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<tr>
<td><strong>Accounting for the GST in Small Business: Case Studies of Accounting Issues</strong></td>
<td>2006</td>
<td>E</td>
<td>00:28:00</td>
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<tr>
<td>This programme focuses on the impact of the Goods and Services Tax (GST) on recording financial information and how the use of information technology has helped business owners in complying with tax l...</td>
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<tr>
<td><strong>Addressing Bullying in the Workplace</strong></td>
<td>2006</td>
<td>E</td>
<td>00:25:50</td>
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<tr>
<td>In this second programme in the Dealing with Workplace Bullying series we focus on effective means of dealing with bullying behaviour at work. The first part of the programme addresses the mechanics o...</td>
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<tr>
<td><strong>Advertising: The Inside Story</strong></td>
<td>1997</td>
<td>E</td>
<td>00:28:37</td>
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<td>The program features an ad agency, the roles of its employees and the development of a successful advertising campaign. The programme examines how the ad agency works in the context of what it must do...</td>
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<tr>
<td><strong>An Introduction to Investing in the Share Market</strong></td>
<td>2007</td>
<td>E</td>
<td>00:24:12</td>
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<tr>
<td>The Australian Share market is dynamic. Every trading day thousands of shares are bought and sold on the Australian Stock Exchange. This programme takes you back to the basics of the share market and...</td>
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<tr>
<td><strong>Ansett: The Collapse of an Australian Icon</strong></td>
<td>2002</td>
<td>E</td>
<td>00:21:52</td>
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<td>This programme provides a brief overview of the history of Ansett and examines the issues that caused the collapse.</td>
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<td><strong>Australian International Business: Case Study</strong></td>
<td>2008</td>
<td>E</td>
<td>00:27:36</td>
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<tr>
<td>Series: View and Do: Maths Investigations 2</td>
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<td>We are often alarmed to see how many Australian businesses are being bought out by foreign companies, but there are Australian businesses that are successfully competing in international markets. This...</td>
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<tr>
<td><strong>Balancing the Books</strong></td>
<td>2010</td>
<td>E</td>
<td>00:31:40</td>
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<tr>
<td>Balancing the books is an essential part of business. Accounting methods help businesses collect, record and analyse financial data. Follow trainee accountant Calvin Clegg, a contestant on the quiz sh...</td>
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<td><strong>Boost Juice: A Franchise Case Study</strong></td>
<td>2004</td>
<td>E</td>
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<td>This programme provides students with a vibrant example of a successful franchise model. The founder and controlling shareholder of Boost Juice explains how Boost Juice operates and what its prioritie...</td>
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Borrowing Money
Series: Know Your Finances
This programme teaches students about the pros and cons of borrowing money, different borrowing options, and factors to consider when borrowing. Students will learn about loans and credit cards, inter...

Business Strategy
This interview-led film explores various aspects of business strategy. It features a range of individuals experienced in developing and implementing business strategies, including Gareth Sear from Bus...

Case Studies in Corporate Culture
Led by three prominent businesses in Australia, Bendigo Bank, Oakley and Salesforce, this programme not only discusses how cultures can differ, but also demonstrates how each different style remains f...

Cash Flow
In business planning and operations there are many ways to measure the success and viability of an enterprise. But regardless of how well a business stacks up on paper, without effective cash flow, it...

Cash Flow
Series: Accounting for Small Business Series
This programme looks at the fundamental issues of cash flow including the difference between cash and profit, cash vs. credit, measuring cash flow and improving cash flow.

Change Management in Large Organisations: Smoking Laws - A Case Study
Large organisations only survive in today's highly competitive environment if they have the ability to effectively deal with change. External changes such as changes to the smoking laws in several sta...

Conflict Management
Set in the production office of fictional current affairs programme "Sighted," this 26 minute programme provides a dramatic perspective on the place of conflict in workplace communications and explore...

Consumer Choice and Protection
We can all relate to the delight when finding a special item for sale or hunting down a bargain. Shopping fulfils a host of primal urges, from the necessity to feed and clothe ourselves to the need fo...

Critical Issues in Business: Success and Failure
What are the critical issues which decide the success or failure of a business? An ideal resource for senior secondary viewers, this programme reveals the inner-workings of organisations and the facto...

Customer Interaction
Series: Impacts on Tourism
Tourism, like any industry, relies on a constant supply of customers to be profitable and succeed. Providing appropriate levels of customer service is crucial to the survival of any business in any in...

Cutting Their Own Cloth
This programme looks at two enterprising young sisters who set up their own successful business designing and manufacturing club wear. Savage Sisters is an up-and-coming label in trendy fashion sportsw...

Day to Day Business in a Cafe
There are many roles to play in operating a small business successfully. This case study presents an overview of what is involved in running a cafe such as: a typical day, customers, products, staff,...
Developing a Business Plan
Using a case study of a newly established restaurant, this programme investigates:
· What a business plan is, and why it is important.
· Different types of business plans.
· The key elements of a business...
Ethics and the Consumer

Shopping, it's a pastime many of us know well. In fact for many people shopping is the ultimate leisure activity. Everyone loves a bargain, but how often do we think of the origins of the products we...

Evaluating Business Performance: Small Business Case Studies

In this programme the owners of three businesses talk frankly about profitability, liquidity, efficiency and stability. Students will gain an understanding of how to evaluate business performance.

Event Management: Planning, Organising, Leading and Controlling

This programme provides a behind-the-scenes look at the staging of a significant series of events from the Eureka 150 held in Ballarat, Australia in 2005. This historic event incorporated activities a...

External Factors Affecting Business
Series: Business Studies

Many factors that affect businesses are outside of their control. These external factors include the level and ferocity of competition, the national and global economic climate, fiscal and monetary po...

External Factors Affecting Business: Natural Disasters

All businesses are exposed to some level of risk, but when a natural disaster strikes they can suddenly face a variety of unexpected and often extraordinary situations. What happens in a matter of sec...

Fairtrade: Who Benefits?

The Fairtrade scheme ensures a fair price for food producers in poor countries. This programme explains the Fairtrade scheme, identifying how it benefits farmers in poorer countries and how the Fairtr...

Financial Budgets
Series: Accounting for Small Business Series

Using clothing and music store Euphemism as a case study, this programme looks at the fundamental issues of financial budgets including why businesses have budgets, the importance of budgets, the budg...

Financial Literacy: Money and Personal Budgeting

This programme provides students with the basic knowledge about making transactions, using the banking system and budgeting.

Financial Literacy: Mobile Phones and Consumer Rights

The first part of this programme looks at mobile phones, their features and potential traps for young buyers. The second part looks at consumers’ rights and the role of the ACCC in protecting consumer...

Financial Management and the Planning Cycle

KPMG is one of the world's largest professional services firms, providing audit, tax, and advisory services to businesses across the globe. Join KPMG's Ben Skarrasbrek and Alexi Terrovex as they take...

Financial Reporting for Business

Accounting reports convey information about cash, profit and financial position to the owner and key stakeholders of a business. This programme explores the content and format of the three key account...
Financial Stability
Series: Accounting for Small Business Series
This programme outlines the fundamental issue of financial stability including concepts such as stability, cash budgets, working capital ratio, quick asset ratio, efficiency measures and solvency.

Financial Stability Series: Accounting for Small Business Series
2001 E 00:21:44

Financing a Business: A Guide through the Maze
This programme offers a basic understanding of how businesses obtain finance. It contains excellent graphics and features interviews with executives from the stock exchange (AXS), the Bendigo Bank and...

Financing a Business: A Guide through the Maze
2002 E 00:43:32

First Things First: Working Effectively in the Office
In most workplaces constant demands will be placed on prioritising and managing your workflow while also developing new skills along the way. The pressures of deadlines and constant workload require y...

First Things First: Working Effectively in the Office
2010 E 00:22:40

Franchising
In recent decades, franchising has become a popular and highly successful business model for many enterprises. Some of the world's best-known brands have become household names through extensive inter...

Franchising
2013 E 00:26:38

Fruit Shop Economics
This fast-paced programme examines basic economic concepts in a way that students will easily understand and relate to.

Fruit Shop Economics
2005 E 00:28:04

Generating and Protecting Business Ideas
Series: Understanding Business Studies
This new release explores how businesses develop and protect business ideas. Split into three defined sections and including input from new and established entrepreneurs including Philip Pantsman Ta...

Generating and Protecting Business Ideas
2010 E 00:20:24

Generation F: Women in the Workforce
Generation F make up around half of the Australian workforce. Whether they are school leavers, graduates, working mothers, migrants or entrepreneurs, Generation F are female employees who offer a dive...

Generation F: Women in the Workforce
2010 E 00:27:04

Global Branding
Series: Business without Borders
Effective global branding requires a sound understanding of different international markets, and how products or services themselves, and the language and imagery used in their promotion, best suits c...

Global Branding
2016 E 00:10:10

Global Business: A Case Study of Volvo in Brazil
During the late 1990s, Swedish auto maker Volvo gained a foothold in the South American market by establishing a major manufacturing plant in Brazil. This film tells why Volvo sought to expand its glo...

Global Business: A Case Study of Volvo in Brazil
2003 E 00:18:18

Globalisation and Free Trade: At What Price?
This programme examines the organisation of international trade between nations and how globalisation and free trade has transformed the operation of economies around the world.

Globalisation and Free Trade: At What Price?
2004 E 00:24:31

How the Mighty Fall: Corporate Collapses
This programme examines three case studies of corporate collapses in Australia around the turn of the 21st century. They are: HIH - at the time, the biggest corporate collapse in Australia's history;...

How the Mighty Fall: Corporate Collapses
2004 E 00:22:41

Human Resource Function
People are the most important asset in any organisation. Many small, medium and large enterprises manage their most important asset by having a dedicated Human Resources Manager, and if sufficiently l...

Human Resource Function
2009 E 00:30:50
If The Shoe Fits: Windsor Smith Marketing and Communication

From humble beginnings in 1942 when Clarrie Mance started the business, Windsor Smith has grown to become one of the country's most prominent and successful footwear companies. This programme focuses...

Impacts of Globalisation

The nations of the world are becoming more connected and interdependent. There are many benefits to globalisation, but not all nations have benefited equally. There are vast differences in living stan...

Inputs, Outputs and Waste

Series: Business in Action

This programme explores how the Visy Recycling management develops strategies to optimise their production operations within a company that services over a million residences throughout Australia.

Inside Story: E-Commerce in Business

This programme provides three fascinating e-commerce case studies: Ford - online marketing; Coronet (corporate uniform manufacturer) - online ordering system and Mp3.com.au the online delivery of musi...

Introducing Customer Service

This programme introduces and defines customer service by talking to representatives from customer-focussed organisations like 'ANZ Bank' and 'The Body Shop'.

Introducing the Finance Industry

Series: Know Your Finances

This programme teaches students about different types of financial institutions and the services they offer. It explains the concepts of interest earned, interest charged, and how financial institutio...

Key Functions of Business

Using Holden as a case study, this programme looks at the key functions performed in business on a daily basis.

Keys to Success in Business

This programme examines 10 keys for business success. It focuses on small enterprises which highlight business principles clearly. The keys examined are: Be innovative, Develop a business plan & get a...

Legal Structures

Series: Understanding Business Studies

What are legal structures? Why are they important? And how do you choose the right legal structure for a new business? This programme brings the answers to these questions to life with real world case...

Macroeconomics

Hardly a day goes by when we do not hear or read issues in the news of 'consumer spending down', the 'Australian dollar rising', and 'business sentiment at a five-year low'. We also often hear a poli...

Management Roles: Planning, Organising, Leading, Controlling

Management is one of the most widely-discussed and critical issues in business. Understanding what a manager does and how they achieve success is the focus of this engaging, information-rich programme...
Management Styles Explained

Management styles are characteristic ways of making decisions and relating to subordinates. The predominant management styles are commonly defined as autocratic, persuasive, consultative, participativ...
No Sweatshop Label at Hunter Gatherer

The programme concentrates on Hunter Gatherer, a social enterprise which embodies the new direction being taken by the Brotherhood of St Laurence, under the leadership of Father Nic Frances.

Online Customer Service

As technology evolves, so too does the world of customer service. Customers now prefer to deal with companies online, rather than typical face-to-face or phone exchanges. Online customer service provi...

Online Marketing

With the emergence of social media technology and the Internet now dominating global communication, this expert-led programme for upper secondary and higher-education viewers shows why online marketin...

Operations Management: A Case Study of a Hotel

Service providers are essential in our economy. Where would we be without hospitals, cleaning companies, accounting firms and hairdressers? But it can be difficult to apply concepts of operations mana...

Operations Processes

Series: Inputs, Transformations, Outputs

At the very heart of business operations is the production of products or services – the input of raw materials, human resources and capital, the transformation process that turns input into output —....

People at Origin Energy: A HRM Case Study

This programme examines the practices and processes of the human resource management function in large-scale organisations in Australia.

Person-to-Person Customer Service

Dealing face to face with customers can require patience and the ability to genuinely engage with people of all ages, and from wide ranging backgrounds. It requires the ability to remain calm, to enga...

Privatisation Case Studies

Over the past few decades, privatisation has become a global phenomenon. During the 1990s, privatisation was embraced throughout the world by governments ranging across most political persuasions. In...

Profitability

Series: Accounting for Small Business Series

In this programme, see how business resources including sales revenue, gross profit ratio, net profit ratio and expense and sales ratio are used to evaluate profit. The programme also looks at the ret...

Researching Global Markets

Series: Business without Borders

Your product is set to go worldwide, but what if it doesn’t have global appeal? Going global in business requires thorough research into demographics, culture and religion, politics, economics and law...

Rethinking Economic Growth

With the aid of colourful graphics, arresting footage, a young presenter and interviews with economists and federal politicians, this programme attempts to sort out the debate over economic growth.

Safety First: OH&S in the Office

Many Australians spend a large portion of their working lives in an office. Although most of us wouldn’t consider this a workplace of high risk, we must not assume that safety in an office is a given....
Savings and Investing
Series: Know Your Finances
This programme teaches students about the definitions of, and need for, savings and investments. Reasons why people save are explored, as well as the concept of creating a savings plan. The programme...

2017 E 00:11:01

Selling Products Globally
Series: Business without Borders
Global brands – they might be the same wherever you go, or they might be different. They might also vary considerably in price and how they’re positioned from country to country. Experts Kathleen Grif...

2016 E 00:09:45

Shock Management
Series: Business in Action
This programme explores the dynamic nature of management as Shock Records responds to various internal changes and how this has effected the organisation's operations.

2000 E 00:24:42

Small Business Case Studies: Tattoos, Pedals and Things Bizarre
This programme considers four small businesses in various stages of development. It looks at: finance, ownership, location, market research, business plan, marketing, accounts, stock control, competi...

2002 E 00:57:08

Sources of Finance

Starting and operating any business is not simply a case of putting up a sign or registering a website and declaring yourself open for business. In the establishment of any enterprise, capital is need...

2012 E 00:23:03

Starting a Small Business: Corporate Version
This programme uses case studies to investigate and communicate ideas and issues related to key business functions. We meet the owners of several successful and very different small businesses - and f...

2004 E 00:30:00

Starting a Small Business: Key Business Functions
This programme uses case studies to investigate and communicate ideas and issues related to key business functions. We meet the owners of several successful and very different small businesses - and f...

2004 E 00:16:39

Starting an Online Business
Got a great idea for a product or service and want to start an online business? It's a lucrative market with potential for big returns, but where do you start? This interview based production introduc...

2012 E 00:21:17

Starting Up
Series: Small Business Management
Small business is commonly considered to be the “engine room” of the country’s economy. Flexible hours and the opportunity to make large profits can make starting your own business appealing; however...

2010 E 00:25:49

Technological Development in Business
This programme examines technological developments within business and the risk companies take in falling behind their competitors.

2003 E 00:28:25

Telephone Customer Service
As customers, so much of our interaction with businesses and other organisations is undertaken over the phone. Those on the other end of the phone deal every day with a wide variety of people from a r...

2012 E 00:18:26
The All New Holden: A Business Marketing Case Study
Take a look behind the scenes of one of the most expensive consumable items many of us will ever buy – a new car. As part of its marketing campaign, Holden bought outright an edition of ‘Wheels’ magaz...

The Basic Concepts of Economics
This video was developed to introduce students to the central concepts of economics. The concepts covered are: needs, wants, limited means (scarcity), choice and opportunity costs. Students will enjoy...

The Bottom Line: Balance Sheets and P&Ls
This programme is an essential guide to accounting reports, balance sheets and profit and loss statements. Real life case studies from The Agni, an Indian restaurant in the UK and Globe, a streetwear...

The Business of Marketing Food
This programme contains marketing case studies of two successful Australian food companies - Sanitarium Foods and Gatorade. It focuses on: analysis; market segmentation; SWOT analysis; marketing plan...

The Business Plan
Series: Small Business Management
A business plan is one of the most useful management tools the small business owner can use. It maps out what a business needs to do in a systematic and logical way. In this programme we discuss the i...

The Credit Crunch
This film was made during the early part of 2009 when the world faced a credit crunch and economic times not seen since the Great Depression of the 1930s. Narrator-led and featuring many street interv...

The Four P's: Marketing Strategies
Applying an effective marketing strategy is essential to the ongoing success of an organisation in today's competitive marketplace. What must you do to stay ahead of your competition? This programme f...

The Global Economy: Globalisation
Using various case studies, this programme investigates:- The nature of globalisation and the global economy - Case study: How globalisation affects the daily decisions of a farmer- Trade and financi...

The Money Go-Round: Case Studies in Cash Flow
This programme explores the reasons a business needs cash and common sources of finance available for businesses to access cash.

The Nature of Business in Australia
No matter who we are or what we do, business permeates just about every aspect of our lives. It fulfills a range of important functions in our society and underpins the functioning and growth of our e...

The Nature of Economics
Series: Introduction to Economics
The economic problem arises because people have unlimited wants, but limited resources with which to satisfy them. We investigate the characteristics of wants and resources, and the principle of oppor...

The Operation of an Economy
There are many different economic systems throughout the world, but they all have to address the same basic questions. We investigate these questions, and use the production of bread to show how resou...
The PR Function
Public relations (PR) agencies persuade the public to have good relations with a business, brand, organisation or celebrity. Big business lives and dies in the public arena, where PR can mean the diff...

Understanding Brands
Australians are exposed to roughly 3,000 advertisements everyday - that's 84,000 advertisements a month or over one million different advertising messages each and every year. In this hectic market we...

What Is Marketing?
Series: Introduction to Marketing Series
Marketing is a key topic in a range of business, leisure and tourism courses. This fascinating program provides a clear introduction to the subject, giving students a sound understanding of the key co...

Writing in the Workplace
This engaging programme provides the student with an overview of the purposes and advantages of writing as a medium and the advantages and disadvantages of writing compared with speaking. It covers th...