

PRE-
ORDER
NOW

Delivery
in
Term 4
2021

Including
Covid-19
updates

GREAT RESOURCE
FOR TEACHERS

Apple & the iPhone

Business Case Study - 2022 ed.

HSC Business Studies

Bring new life to Business Studies with this exciting and highly relevant case study on Apple's leading product, the iPhone.

The *Apple & the iPhone Case Study* is the essential resource to capture the interest of students and comprehensively cover all four topics of the HSC Business Studies syllabus.



GREAT
RESOURCES
FOR
HSC
BUSINESS
STUDIES

Why Apple & the iPhone is such a great business case study

- Operations** Highly relevant issues are examined as Apple faces legal challenges with design and development, issues surrounding inventory and supply chain management, outsourcing costs and benefits, quality management concerns, environmental challenges and media attention relating to Corporate Social Responsibility.
- Marketing** In recent years, Apple has been named the most powerful brand in the world. However, rising competition and lack of differentiation has led to a recent loss of market share in the smartphone market. A dynamic investigation details the influences on Apple's marketing, challenges faced with adapting the iPhone marketing mix and the opportunities presented by developing new distribution channels in high growth markets such as China and India.
- Finance** Apple has achieved significant growth and financial success since the release of the iPhone, however there have been challenges in recent years to sustain growth in sales and profitability. An extensive examination of Apple's financial objectives, statements, ratio analysis, and financial strategies is provided in a clear and comprehensive format. Global financial strategies are particularly relevant to Apple as a multinational business who employs various methods to reduce its financial risk.
- Human Resources** Apple faces a myriad of challenges as a result of outsourcing its operations, including the management of human resources. Industrial disputes and other indicators suggest problems with leadership style, inadequate training, and non-compliance of labour laws in China. These are contrasted with human resource management of Apple retail employees in countries such as Australia and the USA. Indicators of effective human resource management are examined in light of current strategies and the impact on productivity and worker satisfaction.

The Apple & the iPhone Teacher Resource Pack is a fantastic collection of resources to support teachers of the *case study*. Sent by email, the *Pack* includes PowerPoint presentations, assessment tasks & mark schemes, news updates, supplementary case study material, in-class tasks, and tips for applying the *Apple & the iPhone Business Case Study* in the HSC examination.

Order form overleaf. Order online at www.evolve-education.com.au

Evolve Education Australia ABN: 27 828 486 323

sales@evolve-education.com.au

**PRE-
ORDER
NOW**

Apple & the iPhone Case Study - 2022 edition & Teacher Resource Pack

Pre-order now for delivery in Term 4, 2021

Apple & the iPhone Business Case Study:

Single copy	\$38.50	Postage & Handling
Multiple copies (2—19 copies)	\$34.50	\$7 per copy
Class set (20 copies or more) incl. FREE TRP	\$28.50	(max. \$20 per order)
Case Study AND Teacher Resource Pack	\$135.00	

(additional copies of the Apple & the iPhone Case Study charged at multiple copy rate of \$34.50)

School code option: An alternative to purchasing a class set of the Apple & the iPhone Case Study. Request a school code to allow your students to purchase their own copy of the case study online for only \$28.50. Orders sent directly to your school (minimum 10 copies).

Ordering and Payment Options

Online - visit www.evolve-education.com.au (debit/credit cards, PayPal or request an invoice)

Require an invoice - please email your order details to sales@evolve-education.com.au. Invoice requests can also be placed online at www.evolve-education.com.au

Cheque payments - send with order form to *Evolve Education Australia, PO Box 360, Seaforth NSW 2092*

**GREAT
RESOURCES
FOR
HSC
BUSINESS
STUDIES**

**GREAT
PRICE ON
CLASS SETS**

Apple & the iPhone Case Study and Teacher Resource Pack (2022 ed.)

PRE-ORDER NOW FOR DELIVERY IN TERM 4 2021

Organisation Name: _____

Postal Address: _____

Suburb: _____ State: _____ Postcode: _____

Recipient Name/Position: _____

Recipient/s email address* _____

Order No. (if applicable) _____

Postage & Handling
\$7 per copy
(maximum \$20 per order)

Order details (please tick): _____

- Apple & the iPhone Case Study—single copy** @ \$38.50 + \$7 postage = \$45.50
- Case Study AND Teacher Resource Pack** @ \$135 + \$7 postage = \$142 * (extra copies at multiple copy rate of \$34.50)
- Multiple copies** _____ copies @ 34.50 = \$ _____ + Postage @ \$7 per copy) \$ _____ = \$ _____
- Class set** _____ copies @ 28.50 = \$ _____ + Postage \$20 = \$ _____ (free *Teacher Resource Pack*)
- I would like a school code** for my students to purchase their own copy online for \$28.50

Order Total = \$ _____ GST exempt * **Recipient email required for Teacher Resource Pack**