



## SAMPLE ASSESSMENT OUTLINE

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**BUSINESS MANAGEMENT AND ENTERPRISE**  
**ATAR YEAR 11**

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## Sample assessment outline

### Business Management and Enterprise – ATAR Year 11

#### Units 1 and 2

Assessment type	Assessment type weighting	Assessment task weighting	When	Assessment task
Business research	40%	6%	Semester 1 Weeks 3–4	<b>Task 1:</b> Case study based on content drawn from: types of business ownership, economic factors on business function, the concept of business image, methods of raising business image and the positive and negative impacts on business image of environmental issues
		7%	Semester 1 Weeks 5–7	<b>Task 2:</b> In-class completion of a marketing plan for a business
		7%	Semester 1 Weeks 10–11	<b>Task 4:</b> Research based on content drawn from: consumer rights and protections and Australian consumer law in relation to misleading and deceptive conduct in business market activities <b>Part A:</b> Evidence of research, including bibliography (10 marks) <b>Part B:</b> In-class validation – a case study connected to the research (30 marks)
		10%	Semester 2 Weeks 8–9	<b>Task 9:</b> Case studies based on content drawn from: features and purposes of a marketing strategy, stages of the product lifecycle, applying marketing strategies for each stage of the product lifecycle and the concept of intellectual property (IP), purpose of IP laws, types and process of IP registration
		10%	Semester 2 Weeks 14–15	<b>Task 11:</b> In-class completion of a business plan for a specific business
Response	30%	4%	Semester 1 Week 8	<b>Task 3:</b> A series of short answer questions completed in class on the concept and elements of the marketing mix
		5%	Semester 1 Week 12	<b>Task 5:</b> Test on levels of management within a business and types and features of organisational structures
		6%	Semester 1 Week 15	<b>Task 6:</b> Test on key elements and requirements of a contract, national employment standards for employment contracts and phases of employment cycle
		7%	Semester 2 Week 4	<b>Task 8:</b> Test based on content drawn from: key features of leadership styles, concepts of and methods of motivations in business, financial and non-financial incentives for employees and motivation theories
		8%	Semester 2 Week 13	<b>Task 10:</b> A case study or series of short questions completed in class based on content drawn from: the purpose and features of financial reports, function of KPIs and characteristics of financial and non-financial indicators

Assessment type	Assessment type weighting	Assessment task weighting	When	Assessment task
Examination	30%	12%	Semester 1 Week 16	<b>Task 7:</b> Semester 1 examination – 2.5 hours using a modified examination design brief from the ATAR Year 12 syllabus Section One: Short answer, 4–6 questions (70%) Section Two: Extended answer, one question from a choice of two (30%)
		18%	Semester 2 Week 16	<b>Task 12:</b> Semester 2 examination – 3 hours based on the design brief from the ATAR Year 12 syllabus Section One: Short answer, 4–6 questions (60%) Section Two: Extended answer, two questions from a choice of three (40%)
<b>Total</b>	<b>100%</b>	<b>100%</b>		