



**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 | 30%                       | 12%                       | Semester 1<br>Weeks 3–4   | <p><b>Task 1:</b> Research based on content drawn from: types of business ownership, impact of economic factors on business function, the concept of business public image, methods of raising business public image and the positive and negative impacts on business image of environmental issues</p> <p>Part A: Evidence of research, including bibliography</p> <p>Part B: In-class validation – a case study connected to the research</p> |
|                   |                           | 18%                       | Semester 2<br>Weeks 14–15 | <p><b>Task 7:</b> Research based on content drawn from: business plans</p> <p>Part A: Evidence of research, including bibliography</p> <p>Part B: In-class validation – a case study connected to the research</p>   |
| Response          | 40%                       | 10%                       | Semester 1<br>Week 8      | <p><b>Task 2:</b> Test based on content drawn from: key elements of a marketing plan, elements of the marketing mix, the use of customer profiling to determine customer needs, use of competitor profiling to determine competitor product range, prices and marketing strategies, use of technologies to facilitate promotional activities</p>   |
|                   |                           | 10%                       | Semester 1<br>Week 15     | <p><b>Task 3:</b> Test based on content drawn from: levels of management within a business and types and features of organisational structures, key elements and legal requirements of a contract, national employment standards for employment contracts and phases of the employment cycle</p>   |
|                   |                           | 10%                       | Semester 2<br>Week 4      | <p><b>Task 5:</b> Test based on content drawn from: key features of leadership styles, concepts of motivation and methods of rewards in business, financial and non-financial incentives for employees and motivation theories</p>   |
|                   |                           | 10%                       | Semester 2<br>Week 13     | <p><b>Task 6:</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</p>  |

| Assessment type | Assessment type weighting | Assessment task weighting | When                  | Assessment task   |
|-----------------|---------------------------|---------------------------|-----------------------|---|
| Examination     | 30%                       | 12%                       | Semester 1<br>Week 16 | <b>Task 4:</b> Semester 1 examination – 2.5 hours using a modified examination design brief from the ATAR Year 12 syllabus<br>Section One: Short answer, 4–6 questions (70%)<br>Section Two: Extended answer, one question from a choice of two (30%) |
|                 |                           | 18%                       | Semester 2<br>Week 16 | <b>Task 8:</b> Semester 2 examination – 3 hours based on the design brief from the ATAR Year 12 syllabus<br>Section One: Short answer, 4–6 questions (60%)<br>Section Two: Extended answer, two questions from a choice of three (40%)                |
| <b>Total</b>    | <b>100%</b>               | <b>100%</b>               |                       |   |