



SAMPLE ASSESSMENT OUTLINE

BUSINESS MANAGEMENT AND ENTERPRISE

ATAR YEAR 12

Acknowledgement of Country

Kaya. The School Curriculum and Standards Authority (the Authority) acknowledges that our offices are on Whadjuk Noongar boodjar and that we deliver our services on the country of many traditional custodians and language groups throughout Western Australia. The Authority acknowledges the traditional custodians throughout Western Australia and their continuing connection to land, waters and community. We offer our respect to Elders past and present.

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Any resources such as texts, websites and so on that may be referred to in this document are provided as examples of resources that teachers can use to support their learning programs. Their inclusion does not imply that they are mandatory or that they are the only resources relevant to the course. Teachers must exercise their professional judgement as to the appropriateness of any they may wish to use.

Sample assessment outline

Business Management and Enterprise – ATAR Year 12

Unit 3 and Unit 4

Assessment type	Assessment type weighting	Assessment task weighting	When	Assessment task
Business research	30%	10%	Semester 1 Weeks 2–3	Task 1: Research into factors driving global business development and the impact of globalisation Part A: Evidence of research, including a bibliography/reference list Part B: In-class validation – a case study connected to the research
		12%	Semester 1 Weeks 5–6	Task 2: Research based on content drawn from: feasibility of expanding into a foreign market; benefits of having a global brand; and standardisation or adaptation when applying elements of the marketing mix to global brands Part A: Evidence of research, including a bibliography/reference list Part B: In-class validation – a case study connected to the research
		8%	Semester 2 Weeks 10–11	Task 6: Research based on content drawn from: use of technology in global markets and its impact on business operations; purpose of production management systems; and features of product development and features of quality management Part A: Evidence of research, including a bibliography/reference list Part B: In-class validation – a case study connected to the research
Response	30%	12%	Semester 1 Week 14	Task 3: Case studies and questions based on content drawn from: free trade agreements; incentives for international trade; the role and benefits of innovation and factors that impact on the success of innovation; and the role of e-commerce in a global environment. Change management: internal and external factors that drive change, reasons for resistance to change, preparing people for change
		10%	Semester 2 Week 5	Task 5: Case studies and questions based on content drawn from: impact of cultural considerations on global business practice and ethical practice in a global business; and economic factors and political factors on business operation in the global market
		8%	Semester 2 Week 14	Task 7: Case studies and questions based on content drawn from: types of financial institutions and sources of internal and external funding; the purpose, features and interpretation of liquidity, profitability and stability ratios; and leadership styles and traits in a cross-cultural setting

Examination	40%	15%	Semester 1 Week 15	Task 4: Semester 1 examination – based on the examination 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%) Time: 3 hours
		25%	Semester 2 Week 15	Task 8: Semester 2 examination – based on the examination 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%) Time: 3 hours
Total	100%	100%		