

School administrators and Heads of Learning Area – Humanities and Social Sciences and teachers of Business Management and Enterprise ATAR Year 11 are requested to note for 2023 the following minor syllabus changes. The syllabus is labelled 'For teaching from 2023'.

Syllabus changes

The content identified by ~~striketrough~~ has been deleted from the syllabus and the content identified in *italics* has been revised in the syllabus for teaching from 2023.

Unit 1

- elements of the marketing mix
 - promotion
 - advertising
 - publicity
 - sales promotion
 - *personal selling*
 - viral marketing
 - ~~telemarketing~~
- the use of technologies to facilitate promotional activities, including:
 - ~~internet~~
 - ~~mobile devices~~
 - *online advertising*
 - *social media*
 - *mobile applications*
 - *e-newsletters*
 - *e-commerce*

Unit 2

- ~~intent and purpose of the *Occupational Safety and Health (OSH) Act 1984 (WA)*~~
 - ~~responsibility of an employer within the *OSH Act*~~
 - ~~responsibility of an employee within the *OSH Act*~~
- intent and purpose of the *Work Health and Safety Act 2020 (WA)*
 - responsibility of an employer within the *Work Health and Safety Act 2020 (WA)*
 - responsibility of an employee within the *Work Health and Safety Act 2020 (WA)*
- types of intellectual property registrations, including:
 - *copyright*
 - patents
 - trademarks ~~(including domain names)~~
 - designs
- characteristics of the following financial indicators
 - profitability
 - *liquidity*
 - *stability*
 - ~~cost reduction~~
 - ~~sales~~

Assessment table Year 11

The following weightings in the Assessment table have been revised in the syllabus for teaching from 2023.

- Business research – weighting ~~40%~~ 30%
- Response – weighting ~~30%~~ 40%
- Examination – weighting 30%