



Government of **Western Australia**  
School Curriculum and Standards Authority

# **BUSINESS MANAGEMENT AND ENTERPRISE**

---

General course

**Year 12 syllabus – What’s changing: Rationale and Aims**

**For teaching in 2027**

## **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.

## **Background**

As part of the Western Australian Certificate of Education (WACE) Refreshment for reviewing the nomenclature of courses, the Authority has updated the rationale and aims of each syllabus.

The revised rationale and aims are aligned with the mapping of the general capabilities to provide clear connections between the rationale, aims and syllabus content. The rationale outlines what the subject is about and why it is important. It describes what students can expect to study in the course, along with the knowledge, skills and understandings they will develop throughout the course. It also explains how these can be applied in everyday life and references potential future pathways, outlining how students might connect what they learn in the course to further education, training and employment opportunities.

## **Important information**

### **WACE Refreshment: Reviewing the nomenclature of courses**

This document contains information that will be included in the syllabus effective from 1 January 2027.

Users of the syllabus are responsible for checking its currency.

Syllabuses are formally reviewed by the Authority on a cyclical basis, typically every five years.

## **Copyright**

© School Curriculum and Standards Authority, 2025

This document – apart from any third-party copyright material contained in it – may be freely copied, or communicated on an intranet, for non-commercial purposes in educational institutions, provided that the School Curriculum and Standards Authority (the Authority) is acknowledged as the copyright owner, and that the Authority's moral rights are not infringed.

Copying or communication for any other purpose can be done only within the terms of the *Copyright Act 1968* or with prior written permission of the Authority. Copying or communication of any third-party copyright material can be done only within the terms of the *Copyright Act 1968* or with permission of the copyright owners.

Any content in this document that has been derived from the Australian Curriculum may be used under the terms of the [Creative Commons Attribution 4.0 International licence](#).

## Rationale

The Business Management and Enterprise General Year 12 course explores what it takes for businesses to be successful beyond the initial startup stage and factors that support and challenge business growth and expansion at a national level.

By studying this course, students develop knowledge and understanding of factors that contribute to the success of small to medium-sized businesses. They explore the different organisational structures and legal requirements that impact how businesses operate, the key elements of a business plan and characteristics of effective marketing strategies for business growth and expansion. Students also examine the importance of intellectual property in business and key features of effective human resources management, as well as challenges faced by businesses when expanding nationally.

Students develop critical thinking skills as they apply concepts to analyse different business situations, decisions and/or issues. They develop research skills as they collect, collate and organise information relevant to business activity.

The course prepares students for a future where they will need an entrepreneurial mindset to identify possibilities and create opportunities within a business environment. The course equips students with fundamental skills to participate in the dynamic world of business at the national level and demonstrate integrity in business activities.

The skills and knowledge developed through the Business Management and Enterprise General course provides a basis for further study at the vocational level and may be used as an alternative entry pathway for university, which may lead to a variety of future career options in occupational fields such as sales, retail management, business management, office management, human resources and marketing.

## Aims

The Business Management and Enterprise General course aims to develop students' understanding of:

- business concepts and processes, including the ability to apply these to business situations
- business structures and how leadership and management function
- factors that impact business performance, operations and expansion in a national context
- the impact of societal beliefs and values, government policies and legal requirements on business activity
- a range of strategies that promote business success and measure business performance
- characteristics that facilitate creativity, innovation and enterprising opportunities
- business tools, processes and documentation required for effective business operations
- how to research and effectively communicate information relevant to business activity.