



## **SAMPLE COURSE OUTLINE**

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### **BUSINESS MANAGEMENT AND ENTERPRISE**

### **ATAR YEAR 11**

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## **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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## Sample course outline

### Business Management and Enterprise – ATAR Year 11

#### Semester 1 – Unit 1

Week	Key teaching points
1–2	<p>Overview of the syllabus, expectations and assessment outline</p> <p><b>Environments: Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• types of business ownership in small to medium enterprises (SMEs) <ul style="list-style-type: none"> <li>▪ sole traders</li> <li>▪ partnerships</li> <li>▪ small proprietary companies</li> <li>▪ not-for-profit organisations</li> <li>▪ franchises</li> </ul> </li> <li>• impact of economic factors on business function, including: <ul style="list-style-type: none"> <li>▪ inflation</li> <li>▪ interest rates</li> <li>▪ availability of skilled and unskilled labour</li> <li>▪ unemployment rates</li> </ul> </li> </ul>
3	<p><b>Environments: Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• the concept of business public image</li> <li>• methods of raising business public image, including: <ul style="list-style-type: none"> <li>▪ corporate sponsorship</li> <li>▪ donations</li> </ul> </li> <li>• positive and negative impacts on business image of environmental issues, including: <ul style="list-style-type: none"> <li>▪ climate change</li> <li>▪ pollution</li> <li>▪ energy use</li> <li>▪ animal testing</li> </ul> </li> </ul> <p><b>Task 1: Business research (Weeks 3–4)</b></p>
4–7	<p><b>Management: Marketing</b></p> <ul style="list-style-type: none"> <li>• the concepts of market and marketing</li> <li>• differences between market size and market share</li> <li>• key elements of a marketing plan, including: <ul style="list-style-type: none"> <li>▪ market position</li> <li>▪ competitor analysis</li> <li>▪ target market analysis</li> <li>▪ marketing goals</li> <li>▪ marketing strategy</li> <li>▪ marketing mix</li> </ul> </li> <li>• characteristics of market segmentation, including: <ul style="list-style-type: none"> <li>▪ demographic</li> <li>▪ geographic</li> <li>▪ psychographic (lifestyle and behaviour)</li> </ul> </li> <li>• key features of the market research process, including: <ul style="list-style-type: none"> <li>▪ collection of primary and secondary data</li> <li>▪ data analysis</li> </ul> </li> <li>• the concept of the marketing mix</li> <li>• elements of the marketing mix <ul style="list-style-type: none"> <li>▪ product <ul style="list-style-type: none"> <li>○ positioning</li> <li>○ features</li> </ul> </li> </ul> </li> </ul>

Week	Key teaching points
	<ul style="list-style-type: none"> <li>○ branding</li> <li>○ packaging</li> <li>▪ price <ul style="list-style-type: none"> <li>○ skim</li> <li>○ penetration</li> <li>○ psychological</li> <li>○ premium/prestige</li> </ul> </li> <li>▪ place <ul style="list-style-type: none"> <li>○ direct distribution</li> <li>○ indirect distribution</li> <li>○ location</li> </ul> </li> <li>▪ promotion <ul style="list-style-type: none"> <li>○ advertising</li> <li>○ publicity</li> <li>○ sales promotion</li> <li>○ personal selling</li> <li>○ viral marketing</li> </ul> </li> <li>▪ people (employees) <ul style="list-style-type: none"> <li>○ training and customer service as part of customer relationship management (CRM)</li> </ul> </li> <li>▪ processes <ul style="list-style-type: none"> <li>○ procedures to deliver a service or product</li> </ul> </li> <li>▪ physical presence of the business <ul style="list-style-type: none"> <li>○ signage</li> <li>○ webpage</li> <li>○ staff uniform</li> </ul> </li> <li>▪ performance <ul style="list-style-type: none"> <li>○ evaluation of business marketing objectives using key performance indicators (KPIs), including: sales revenue, sales returns and customer satisfaction</li> </ul> </li> </ul>
8	<p><b>Management: Marketing</b></p> <ul style="list-style-type: none"> <li>● the use of customer profiling to determine customer needs and expectations</li> <li>● the use of competitor profiling to determine competitor product range, prices and marketing strategies</li> <li>● strategies for managing customer relationships, including: <ul style="list-style-type: none"> <li>▪ customer loyalty</li> <li>▪ early adopter incentive</li> </ul> </li> <li>● the use of technologies to facilitate promotional activities, including: <ul style="list-style-type: none"> <li>▪ online advertising</li> <li>▪ social media</li> <li>▪ mobile applications</li> <li>▪ e-newsletters</li> <li>▪ e-commerce</li> </ul> </li> </ul> <p><b>Task 2: Response (Week 8)</b></p>
9–10	<p><b>Environments: Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>● Australian consumer law in relation to misleading and deceptive conduct in business marketing activity, including: <ul style="list-style-type: none"> <li>▪ bait advertising</li> <li>▪ scientific claims</li> <li>▪ country of origin</li> </ul> </li> <li>● consumer rights and protection, including: <ul style="list-style-type: none"> <li>▪ product safety (Australian Standards)</li> <li>▪ guarantees, warranties and refunds</li> </ul> </li> </ul>

Week	Key teaching points
	<ul style="list-style-type: none"> <li>▪ repair and replace</li> </ul>
11	<p><b>Management: Operations</b></p> <ul style="list-style-type: none"> <li>• levels of management within a business <ul style="list-style-type: none"> <li>▪ top</li> <li>▪ middle</li> <li>▪ frontline</li> </ul> </li> <li>• types of organisational structures, including: <ul style="list-style-type: none"> <li>▪ functional</li> <li>▪ product</li> <li>▪ divisional</li> <li>▪ team</li> </ul> </li> <li>• features of organisational structures, including: <ul style="list-style-type: none"> <li>▪ chain of command</li> <li>▪ span of control</li> <li>▪ delegation</li> </ul> </li> </ul>
12–13	<p><b>Environments: Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• national employment standards for employment contracts, including: <ul style="list-style-type: none"> <li>▪ minimum wage</li> <li>▪ minimum working conditions</li> <li>▪ unfair dismissal</li> </ul> </li> <li>• key elements of a contract <ul style="list-style-type: none"> <li>▪ intention</li> <li>▪ agreement (offer and acceptance)</li> <li>▪ consideration</li> </ul> </li> <li>• legal requirements of contracts, including: <ul style="list-style-type: none"> <li>▪ capacity</li> <li>▪ consent</li> <li>▪ legal purpose</li> </ul> </li> </ul>
14–15	<p><b>People</b></p> <ul style="list-style-type: none"> <li>• phases of the employment cycle <ul style="list-style-type: none"> <li>▪ acquisition <ul style="list-style-type: none"> <li>○ staffing needs</li> <li>○ selection and recruitment</li> </ul> </li> <li>▪ development <ul style="list-style-type: none"> <li>○ induction</li> <li>○ training</li> </ul> </li> <li>▪ maintenance <ul style="list-style-type: none"> <li>○ agreements</li> <li>○ contracts</li> <li>○ performance management</li> </ul> </li> <li>▪ separation <ul style="list-style-type: none"> <li>○ retirement</li> <li>○ resignation</li> <li>○ retrenchment</li> <li>○ dismissal</li> </ul> </li> </ul> </li> </ul> <p><b>Task 3: Response (Week 15)</b></p>
16	<p><b>Task 4: Semester 1 Examination</b></p>

## Semester 2 – Unit 2

Week	Key teaching points
1–3	<p>Overview of the syllabus, expectations and assessment outline</p> <p><b>People</b></p> <ul style="list-style-type: none"> <li>• the concept of motivation in business, including methods of reward, benefits and penalties</li> <li>• financial incentives for employees, including: <ul style="list-style-type: none"> <li>▪ sales bonuses</li> <li>▪ shares schemes</li> </ul> </li> <li>• non-financial incentives for employees, including: <ul style="list-style-type: none"> <li>▪ skill improvement training</li> <li>▪ recognition and reward</li> </ul> </li> <li>• characteristics of the following motivation theories: <ul style="list-style-type: none"> <li>▪ Maslow’s Hierarchy of Needs</li> <li>▪ Herzberg’s Motivation-Hygiene Theory</li> <li>▪ Vroom’s Expectancy Theory</li> <li>▪ Adams’ Equity Theory</li> </ul> </li> <li>• key features of the following leadership styles: <ul style="list-style-type: none"> <li>▪ autocratic</li> <li>▪ participative</li> <li>▪ situational</li> </ul> </li> </ul>
4–5	<p><b>Environments: Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• factors that influence spending patterns of small to medium sized enterprises (SME) and consumers, including: <ul style="list-style-type: none"> <li>▪ the level of economic activity</li> <li>▪ prevailing community social norms, including attitudes to business public image and sustainability</li> </ul> </li> <li>• issues related to the marketing and promotion of the following products: <ul style="list-style-type: none"> <li>▪ alcohol</li> <li>▪ tobacco</li> <li>▪ fast food</li> </ul> </li> <li>• influence of government policy on the following: <ul style="list-style-type: none"> <li>▪ product labelling</li> <li>▪ trading hours</li> <li>▪ advertising practices to children</li> </ul> </li> </ul> <p><b>Task 5: Response (Week 4)</b></p>
6	<p><b>Management: Marketing</b></p> <ul style="list-style-type: none"> <li>• features and purposes of a marketing strategy</li> <li>• stages of the product lifecycle <ul style="list-style-type: none"> <li>▪ development</li> <li>▪ growth</li> <li>▪ saturation</li> <li>▪ decline</li> </ul> </li> <li>• applying marketing strategies for each stage of the product lifecycle</li> </ul>
7–8	<p><b>Environments: Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• the concept of intellectual property (IP)</li> <li>• purpose of IP laws in Australia</li> <li>• types of intellectual property registrations, including: <ul style="list-style-type: none"> <li>▪ copyright</li> <li>▪ patents</li> <li>▪ trademarks</li> <li>▪ designs</li> </ul> </li> </ul>

Week	Key teaching points
	<ul style="list-style-type: none"> <li>process for Australian IP registration</li> </ul>
9–10	<p><b>Environments: Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>intent and purpose of the <i>Equal Opportunity Act 1984 (WA)</i></li> <li>employee protections at work as provided by the <i>Fair Work Act 2009</i></li> <li>intent and purpose of the <i>Work Health and Safety Act 2020 (WA)</i> <ul style="list-style-type: none"> <li>responsibility of an employer within the <i>Work Health and Safety Act 2020 (WA)</i></li> <li>responsibility of an employee within the <i>Work Health and Safety Act 2020 (WA)</i></li> </ul> </li> </ul>
11–12	<p><b>Management: Operations</b></p> <ul style="list-style-type: none"> <li>purpose and features of the following financial reports: <ul style="list-style-type: none"> <li>a budget</li> <li>a balance sheet (statement of financial position)</li> <li>a profit and loss statement</li> </ul> </li> <li>function of key performance indicators (KPIs)</li> <li>characteristics of the following financial indicators <ul style="list-style-type: none"> <li>profitability</li> <li>liquidity</li> <li>stability</li> </ul> </li> <li>characteristics of the following non-financial indicators <ul style="list-style-type: none"> <li>quality</li> <li>customer satisfaction</li> </ul> </li> </ul>
13–15	<p><b>Management: Operations</b></p> <ul style="list-style-type: none"> <li>purpose and intent of a business plan</li> <li>key elements and structure of a business plan, including: <ul style="list-style-type: none"> <li>executive summary</li> <li>vision statement</li> <li>mission statement</li> <li>business concept</li> <li>operations strategy</li> <li>marketing plan, including SWOT (strengths, weaknesses, opportunities, threats) analysis</li> <li>financial plan</li> <li>human resource management (HRM)</li> </ul> </li> </ul> <p><b>Task 6: Response (Week 13)</b>  <b>Task 7: Business research (Weeks 14–15)</b></p>
16	<p><b>Task 8: Semester 2 Examination</b></p>