



# **Business Management and Enterprise General Course Year 12**

## **Selected Unit 3 syllabus content for the Externally set task 2023**

This document is an extract from the *Business Management and Enterprise General Course Year 12 syllabus*, featuring all of the content for Unit 3. The content that has been highlighted in the document is the content on which the Externally set task (EST) for 2023 will be based.

All students enrolled in the course are required to complete an EST. The EST is an assessment task which is set by the Authority and distributed to schools for administering to students. The EST will be administered in schools during Term 2, 2023 under standard test conditions. The EST will take 50 minutes.

The EST will be marked by teachers in each school using a marking key provided by the Authority. The EST is included in the assessment table in the syllabus as a separate assessment type with a weighting of 15% for the pair of units.

# Unit 3

## Unit description

The focus of this unit is on success in business at a national level. It explores what it takes to be successful beyond the initial start-up stage. Students investigate the features of successful marketing campaigns and report on how businesses succeed and prosper through methods, such as expansion in products, market share or diversification. The unit explores how the marketing plan contributes to the overall business plan.

## Unit content

An understanding of the Year 11 content is assumed knowledge for students in Year 12. It is recommended that students studying Unit 3 and Unit 4 have completed Unit 1 and Unit 2.

This unit includes the knowledge, understandings and skills described below.

The course content encompasses theoretical and practical aspects of business management and enterprise, and is divided into three content areas:

- Environments
- Management
- People.

### Environments

#### Political and legal, economic, socio-cultural and technological (PEST)

- types of business ownership in small to medium enterprises (SMEs)
  - sole traders
  - partnerships
  - small proprietary companies
  - not-for-profit organisations
  - franchises
- Australian consumer law in relation to misleading and deceptive conduct in business marketing activity, including:
  - bait advertising
  - scientific claims
  - country of origin
- consumer rights and protection, including:
  - product safety (Australian Standards)
  - guarantees, warranties and refunds
  - repair and replace
- national employment standards for employment contracts, including:
  - minimum wage
  - minimum working conditions
  - unfair dismissal

- key elements of a contract
  - intention
  - agreement (offer and acceptance)
  - consideration
- legal requirements of contracts, including:
  - capacity
  - consent
  - legal purpose
- impact of economic factors on business function, including:
  - inflation
  - interest rates
  - availability of skilled and unskilled labour
  - unemployment rates
- the concept of business public image
- methods of raising business public image, including:
  - corporate sponsorship
  - donations
- positive and negative impacts on business image of environmental issues, including:
  - climate change
  - pollution
  - energy use
  - animal testing

## Management

### Marketing

- the concept of market
- the concepts of market size and market share
- key elements of a marketing plan, including:
  - market position
  - competitor analysis
  - target market analysis
  - marketing goals
  - marketing strategy
  - marketing mix
- the concept of market segmentation
- characteristics of market segmentation, including:
  - demographic
  - geographic
  - psychographic (lifestyle and behaviour)
- the concept of market research

- key features of the market research process, including:
  - collection of primary and secondary data
  - data analysis
- the concepts of marketing and the marketing mix
- elements of the marketing mix
  - product
    - positioning
    - features
    - branding
    - packaging
  - price
    - skim
    - penetration
    - psychological
    - premium/prestige
  - place
    - direct distribution
    - indirect distribution
    - location
  - promotion
    - advertising
    - publicity
    - sales promotion
    - viral marketing
  - people (employees)
    - training and customer service as part of customer relationship management (CRM)
  - processes
    - procedures to deliver a service or product
  - physical presence of the business
    - signage
    - webpage
    - staff uniform
  - performance
    - evaluation of business marketing objectives using key performance indicators (KPIs), including: sales revenue, sales returns and customer satisfaction
- the use of customer profiling to determine customer needs and expectations
- the use of competitor profiling to determine competitor product range, prices and marketing strategies
- strategies for managing customer relationships, including:
  - customer loyalty programs
  - early adopter incentives
- the use of technologies to facilitate promotional activities, including:
  - online advertising

- social media
- mobile applications
- e-newsletters
- e-commerce

## **Operations**

- levels of management within a business
  - top
  - middle
  - frontline
- types of organisational structures, including:
  - functional
  - product
  - divisional
  - team
- features of organisational structures, including:
  - chain of command
  - span of control
  - delegation

## **People**

- phases of the employment cycle
  - acquisition
    - staffing needs
    - selection and recruitment
  - development
    - induction
    - training
  - maintenance
    - agreements
    - contracts
    - performance management
  - separation
    - retirement
    - resignation
    - retrenchment
    - dismissal