



## **SAMPLE COURSE OUTLINE**

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**BUSINESS MANAGEMENT AND ENTERPRISE**

**ATAR YEAR 12**

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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 12

#### Semester 1 – Unit 3

Week	Key teaching points
1–3	<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>• factors driving global business development, including:               <ul style="list-style-type: none"> <li>▪ financial growth opportunities and/or loss minimisation</li> <li>▪ consumer purchasing and spending patterns</li> <li>▪ World Trade Organisation (WTO) regulations and sanctions</li> <li>▪ deregulation of the financial market</li> </ul> </li> <li>• the impact of globalisation on:               <ul style="list-style-type: none"> <li>▪ employment levels in developing countries and in developed countries</li> <li>▪ global spread of skills and technology</li> <li>▪ international cooperation</li> <li>▪ domestic market</li> <li>▪ tax minimisation – tax havens and transfer pricing</li> </ul> </li> </ul> <p><b>Task 1: Business Research (Weeks 2–3)</b></p>
4–5	<p><b>Management: Marketing</b></p> <ul style="list-style-type: none"> <li>• benefits to a business of having a global brand</li> <li>• factors that determine the feasibility of expanding into a foreign market, including:               <ul style="list-style-type: none"> <li>▪ level of demand by consumers</li> <li>▪ consumption patterns</li> <li>▪ competitor activity</li> </ul> </li> <li>• standardisation or adaptation when applying elements of the marketing mix to global brands               <ul style="list-style-type: none"> <li>▪ corporate slogan</li> <li>▪ product name</li> <li>▪ product features</li> <li>▪ positioning</li> </ul> </li> </ul> <p><b>Environments: Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• benefits of home grown/developed products</li> <li>• role of ethics in global business decisions, including:               <ul style="list-style-type: none"> <li>▪ environmental responsibility</li> <li>▪ outsourcing</li> <li>▪ the use of offshore labour</li> </ul> </li> </ul>
6–7	<p><b>Environments: Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• host country and home government incentives for international trade, including:               <ul style="list-style-type: none"> <li>▪ grants</li> <li>▪ taxation</li> </ul> </li> <li>• features and role of free trade agreements (FTA), including:               <ul style="list-style-type: none"> <li>▪ ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA)</li> <li>▪ Australia New Zealand Closer Economic Relations Trade Agreement (ANZCERTA)</li> </ul> </li> <li>• benefits and challenges to Australian owned businesses as a result of FTAs</li> </ul> <p><b>Task 2: Business Research (Weeks 5–6)</b></p>

Week	Key teaching points
8	<p><b>Management: Operations</b></p> <ul style="list-style-type: none"> <li>• rationale for and benefits of global strategic alliances <ul style="list-style-type: none"> <li>▪ outsourcing</li> <li>▪ acquisition</li> <li>▪ mergers</li> <li>▪ joint ventures</li> <li>▪ franchising</li> </ul> </li> </ul>
9	<p><b>Management: Operations</b></p> <ul style="list-style-type: none"> <li>• sources of financial risk in export markets, including: <ul style="list-style-type: none"> <li>▪ currency fluctuations</li> <li>▪ non-payment of monies</li> </ul> </li> <li>• strategies for minimising financial risk in export markets, including: <ul style="list-style-type: none"> <li>▪ documentation</li> <li>▪ insurance</li> <li>▪ hedging</li> </ul> </li> </ul>
10–11	<p><b>Management: Operations</b></p> <ul style="list-style-type: none"> <li>• the role of innovation in improving products, processes and services</li> <li>• the benefits of innovation for business, including: <ul style="list-style-type: none"> <li>▪ financial gain</li> <li>▪ expansion of global market presence</li> <li>▪ increased market share</li> </ul> </li> <li>• factors that impact on the success of innovation <ul style="list-style-type: none"> <li>▪ timing</li> <li>▪ cost</li> <li>▪ marketing strategy</li> <li>▪ technology</li> </ul> </li> </ul> <p><b>Environments: Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• the role of e-commerce in a global environment</li> </ul>
12–14	<p><b>People</b></p> <ul style="list-style-type: none"> <li>• internal and external factors that drive change in a global environment</li> <li>• reasons for resistance to change, including: <ul style="list-style-type: none"> <li>▪ financial costs</li> <li>▪ managerial inertia</li> <li>▪ cultural incompatibility in mergers/takeovers</li> <li>▪ staff attitude</li> </ul> </li> <li>• preparing people for change, including: <ul style="list-style-type: none"> <li>▪ Lewin’s Forcefield Analysis model</li> <li>▪ Kotter’s 8 Steps change management model</li> </ul> </li> <li>• managing diversity as a strategy for business growth</li> </ul> <p><b>Task 3: Response (Week 14)</b></p>
15	<p><b>Task 4: Semester 1 examination (Week 15)</b></p>

## Semester 2 – Unit 4

Week	Key teaching points
1–3	<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>• the impact of cultural considerations on global business practice, including: <ul style="list-style-type: none"> <li>▪ levels of education</li> <li>▪ customs</li> <li>▪ holidays and celebrations</li> <li>▪ religious beliefs</li> <li>▪ business etiquette</li> <li>▪ communication protocols</li> </ul> </li> <li>• the role of business in relation to ethical practice in a global context, including: <ul style="list-style-type: none"> <li>▪ minimum standards of labour by the International Labour Organisation (ILO), including the use of child labour</li> <li>▪ corporate social responsibility</li> <li>▪ environmental sustainability</li> </ul> </li> </ul> <p><b>People</b></p> <ul style="list-style-type: none"> <li>• adapting leadership styles in a cross-cultural setting, including: <ul style="list-style-type: none"> <li>▪ autocratic</li> <li>▪ participative</li> <li>▪ situational</li> </ul> </li> <li>• leadership traits needed in a cross-cultural setting, including: <ul style="list-style-type: none"> <li>▪ skilled communicator</li> <li>▪ socially aware</li> <li>▪ skilled decision maker</li> <li>▪ future thinker</li> <li>▪ self-discipline</li> <li>▪ responsible</li> <li>▪ motivational</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>• economic factors which impact on business operations in the global market, including: <ul style="list-style-type: none"> <li>▪ economic activity</li> <li>▪ discretionary spending</li> <li>▪ interest rates</li> <li>▪ currency fluctuations</li> </ul> </li> <li>• political factors which impact on business operation in global markets, including: <ul style="list-style-type: none"> <li>▪ stability of foreign governments</li> <li>▪ relationship of foreign governments with the Australian Government</li> </ul> </li> <li>• impact of legal systems on business operation in global markets <ul style="list-style-type: none"> <li>▪ differences regarding competition regulation <ul style="list-style-type: none"> <li>○ patent registrations</li> <li>○ product liability</li> </ul> </li> </ul> </li> </ul> <p><b>Task 5: Response (Week 5)</b></p>

Week	Key teaching points
6–8	<p><b>Management: Strategic management</b></p> <ul style="list-style-type: none"> <li>• purpose and intent of the strategic planning process</li> <li>• key features of strategic plans: <ul style="list-style-type: none"> <li>▪ mission and objectives</li> <li>▪ environmental scan <ul style="list-style-type: none"> <li>○ PEST</li> <li>○ Porter’s Five Forces</li> <li>○ Strengths, Weaknesses, Opportunities, Threats (SWOT) strategies</li> </ul> </li> <li>▪ strategic formulation</li> <li>▪ strategic implementation</li> <li>▪ evaluation and control</li> </ul> </li> </ul>
9	<p><b>Environments: Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• impact of technology on business operation in global markets, including: <ul style="list-style-type: none"> <li>▪ technology that assists business in the expansion into global markets</li> <li>▪ e-commerce, security and privacy issues</li> </ul> </li> </ul> <p><b>Management: Marketing</b></p> <ul style="list-style-type: none"> <li>• use of technology in global markets, including: <ul style="list-style-type: none"> <li>▪ distribution of products</li> <li>▪ e-commerce</li> <li>▪ social media campaigns</li> </ul> </li> </ul>
10–11	<p><b>Management: Operations</b></p> <ul style="list-style-type: none"> <li>• purpose of production management systems</li> <li>• features of product development</li> <li>• features of quality management <ul style="list-style-type: none"> <li>▪ control</li> <li>▪ assurance</li> <li>▪ improvement</li> </ul> </li> <li>• inventory control techniques <ul style="list-style-type: none"> <li>▪ just-in-time</li> <li>▪ just-in-case</li> </ul> </li> </ul> <p><b>Task 6: Business Research (Weeks 10–11)</b></p>
12	<p><b>Environments: Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• types of financial institutions, including: <ul style="list-style-type: none"> <li>▪ banks</li> <li>▪ finance companies</li> </ul> </li> <li>• sources of internal funding, including: <ul style="list-style-type: none"> <li>▪ retained profits</li> </ul> </li> <li>• sources of external funding, including: <ul style="list-style-type: none"> <li>▪ debentures</li> <li>▪ share capital</li> <li>▪ trade credit</li> <li>▪ venture capital</li> <li>▪ secured loans</li> <li>▪ financial institutions</li> <li>▪ government</li> </ul> </li> </ul>
13–14	<p><b>Management: Operations</b></p> <ul style="list-style-type: none"> <li>• purpose, features and interpretation of the following basic financial ratios: <ul style="list-style-type: none"> <li>▪ liquidity <ul style="list-style-type: none"> <li>○ current ratio <ul style="list-style-type: none"> <li>- formula: <math>\frac{\text{current assets}}{\text{current liabilities}}</math></li> </ul> </li> </ul> </li> </ul> </li> </ul>

Week	Key teaching points
	<ul style="list-style-type: none"> <li>▪ profitability <ul style="list-style-type: none"> <li>○ gross profit ratio <ul style="list-style-type: none"> <li>- formula: <math>\frac{\text{gross profit}}{\text{net sales}}</math></li> </ul> </li> <li>○ profit ratio <ul style="list-style-type: none"> <li>- formula: <math>\frac{\text{profit}}{\text{net sales}}</math></li> </ul> </li> <li>○ expense ratio <ul style="list-style-type: none"> <li>- formula: <math>\frac{\text{operating expenses}}{\text{net sales}}</math></li> </ul> </li> <li>○ return on equity ratio <ul style="list-style-type: none"> <li>- formula: <math>\frac{\text{profit}}{\text{equity at end}}</math></li> </ul> </li> </ul> </li> <li>▪ stability <ul style="list-style-type: none"> <li>○ debt to equity ratio <ul style="list-style-type: none"> <li>- formula: <math>\frac{\text{total liabilities}}{\text{total equity}}</math></li> </ul> </li> </ul> </li> </ul> <p><b>Task 7: Response (Week 14)</b></p>
15	<b>Task 8: Semester 2 examination (Week 15)</b>