



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

SAMPLE ASSESSMENT OUTLINE

BUSINESS MANAGEMENT AND ENTERPRISE

GENERAL YEAR 12

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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Any resources such as texts, websites and so on that may be referred to in this document are provided as examples of resources that teachers can use to support their learning programs. Their inclusion does not imply that they are mandatory or that they are the only resources relevant to the course. Teachers must exercise their professional judgement as to the appropriateness of any they may wish to use.

Sample assessment outline – Business Management and Enterprise – General Year 12

Units 3 and 4

Assessment type	Assessment type weighting	Assessment task weighting	When	Assessment task
Business research	30%	15%	Semester 1 Weeks 3–4	Task 1: Part A – Research based on types of business ownership, impact of economic factors on business function, the concept of business public image, methods of raising business public image and the positive and negative impacts on business image of environmental issues Part B – An in-class validation containing unseen short answer questions based on the content from the research
		15%	Semester 2 Weeks 14–15	Task 8: Part A – Conducting research and writing a business report based on the stages of the product lifecycle, applying marketing strategies for each stage of the product life cycle and some key elements of a business plan Part B – An in-class validation consisting of unseen questions based on the content from the research
Response	55%	12%	Semester 1 Week 8	Task 2: Short and extended answer questions in relation to a case study, based on the concepts of market size and market share, competitor analysis and target market analysis, market segmentation, key features of the market research process and elements of the marketing mix
		10%	Semester 1 Week 15	Task 4: Multiple choice and short answer questions, including responses to scenarios, based on levels of management within a business, types and features of organisational structures, key elements and legal requirements of a contract, national employment standards for employment contracts and phases of the employment cycle
		11%	Semester 2 Week 3	Task 5: Multiple choice and short answer questions, including responses to a case study, based on the concept of motivation in business, including financial and non-financial incentives for employees, characteristics of motivation theories and key features of leadership styles
		11%	Semester 2 Week 6	Task 6: Short and extended answer questions in response to a case study and scenario, based on employee protections at work as provided by the <i>Fair Work Act 2009</i> , the responsibility of an employer within the <i>Work Health and Safety Act 2020 (WA)</i> , the concept of intellectual property (IP), purpose of IP laws, types of IP registrations and process for IP registration
		11%	Semester 2 Week 10	Task 7: Multiple choice and short answer questions, including responses to a case study, based on the purpose and features of financial reports, function of key performance indicators (KPIs), characteristics of financial and non-financial indicators, issues related to marketing and promotion of products, and influence of government policy
Externally set task	15%	15%	Semester 1 Week 13	Task 3: A written task or item or set of items of 50 minutes duration developed by the School Curriculum and Standards Authority and administered by the school
Total	100%	100%		