



SAMPLE COURSE OUTLINE

BUSINESS MANAGEMENT AND ENTERPRISE
ATAR YEAR 12

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Sample course outline

Business Management and Enterprise – ATAR Year 12

Semester 1 – Unit 3

Week	Key teaching points
1–4	<p>Overview of the syllabus, expectations and assessment outline</p> <p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • factors driving global business development, including: <ul style="list-style-type: none"> ▪ financial growth opportunities and/or loss minimisation ▪ consumer purchasing and spending patterns ▪ World Trade Organisation (WTO) regulations and sanctions ▪ deregulation of the financial market • analysis of the impact of globalisation on: <ul style="list-style-type: none"> ▪ employment levels in developing countries and in developed countries ▪ global spread of skills and technology ▪ international cooperation ▪ domestic market ▪ tax minimisation – tax havens and transfer pricing • benefits of home grown/developed products <ul style="list-style-type: none"> ▪ role of ethics in global business decisions, including: <ul style="list-style-type: none"> ○ environmental responsibility ○ outsourcing ○ the use of offshore labour
5–6	<p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • host country and home government incentives for international trade, including: <ul style="list-style-type: none"> ▪ grants ▪ taxation • features and role of free trade agreements (FTA), including: <ul style="list-style-type: none"> ▪ ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA) ▪ Australia New Zealand Closer Economic Relations Trade Agreement (ANZCERTA) • benefits and challenges to Australian-owned businesses as a result of FTAs • the role of e-commerce in a global environment
7–8	<p>Management: Marketing</p> <ul style="list-style-type: none"> • benefits to a business of having a global brand • factors that determine the feasibility of expanding into a foreign market, including: <ul style="list-style-type: none"> ▪ level of demand by consumers ▪ consumption patterns ▪ competitor activity • standardisation or adaptation when applying elements of the marketing mix to global brands <ul style="list-style-type: none"> ▪ corporate slogan ▪ product name ▪ product features ▪ positioning
9–10	<p>Management: Operations</p> <ul style="list-style-type: none"> • rationale for and benefits of global strategic alliances <ul style="list-style-type: none"> ▪ outsourcing ▪ acquisition ▪ mergers ▪ joint ventures ▪ franchising

Week	Key teaching points
	<ul style="list-style-type: none"> • sources of financial risk in export markets, including: <ul style="list-style-type: none"> ▪ currency fluctuations ▪ non-payment of monies • strategies for minimising financial risk in export markets, including: <ul style="list-style-type: none"> ▪ documentation ▪ insurance ▪ hedging
11–12	<p>Management: Operations</p> <ul style="list-style-type: none"> • role and benefits of innovation in improving products, processes and services • the benefits of innovation for business, including: <ul style="list-style-type: none"> ▪ financial gain ▪ expansion of global market presence ▪ increased market share • factors that impact on the success of innovation <ul style="list-style-type: none"> ▪ timing ▪ cost ▪ marketing strategy ▪ technology
13–15	<p>People</p> <ul style="list-style-type: none"> • internal and external factors that drive change in a global environment • reasons for resistance to change, including: <ul style="list-style-type: none"> ▪ financial costs ▪ managerial inertia ▪ cultural incompatibility in mergers/takeovers ▪ staff attitude • preparing people for change, including: <ul style="list-style-type: none"> ▪ Lewin’s Forcefield Analysis model ▪ Kotter’s 8 Steps change management model • managing diversity as a strategy for business growth
16	Semester 1 Examination

Semester 2 – Unit 4

Week	Key teaching points
1–4	<p>Overview of the syllabus, expectations and assessment outline</p> <p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • analysis of the impact of cultural considerations on global business practice, including: <ul style="list-style-type: none"> ▪ levels of education ▪ customs ▪ holidays and celebrations ▪ religious beliefs ▪ business etiquette ▪ communication protocols • ethical practice in a global business, including: <ul style="list-style-type: none"> ▪ minimum standards of labour by the International Labour Organisation (ILO), including the use of child labour ▪ the role of corporate social responsibility ▪ environmental sustainability • economic factors which impact on business operations in the global market, including: <ul style="list-style-type: none"> ▪ economic activity ▪ discretionary spending ▪ interest rates ▪ currency fluctuations • political factors which impact on business operation in global markets, including: <ul style="list-style-type: none"> ▪ stability of foreign governments ▪ relationship of foreign governments with the Australian Government • impact of legal systems on business operation in global markets <ul style="list-style-type: none"> ▪ differences regarding competition regulation <ul style="list-style-type: none"> ○ patent registrations ○ product liability
5	<p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • impact of technology on business operation in global markets, including: <ul style="list-style-type: none"> ▪ technology that assists business in the expansion into global markets ▪ e-commerce, security and privacy issues <p>Management: Marketing</p> <ul style="list-style-type: none"> • use of technology in global markets, including: <ul style="list-style-type: none"> ▪ distribution of products ▪ e-commerce ▪ social media campaigns
6–7	<p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • types of financial institutions, including: <ul style="list-style-type: none"> ▪ banks ▪ finance companies • sources of internal funding, including: <ul style="list-style-type: none"> ▪ retained profits • sources of external funding, including: <ul style="list-style-type: none"> ▪ debentures ▪ share capital ▪ trade credit ▪ venture capital ▪ secured loans ▪ financial institutions ▪ government

Week	Key teaching points
8–10	<p>Management: Strategic management</p> <ul style="list-style-type: none"> • purpose and intent of the strategic planning process • key features of strategic plans: <ul style="list-style-type: none"> ▪ mission and objectives ▪ environmental scan <ul style="list-style-type: none"> ○ PEST ○ Porter’s Five Forces ○ Strengths, Weaknesses, Opportunities, Threats (SWOT) strategies ▪ strategic formulation ▪ strategic implementation ▪ evaluation and control
11–13	<p>Management: Operations</p> <ul style="list-style-type: none"> • purpose of production management systems • features of product development • features of quality management <ul style="list-style-type: none"> ▪ control ▪ assurance ▪ improvement • inventory control techniques <ul style="list-style-type: none"> ▪ just-in-time ▪ just-in-case • purpose, features and interpretation of the following basic financial ratios: <ul style="list-style-type: none"> ▪ liquidity <ul style="list-style-type: none"> ○ current ratio <ul style="list-style-type: none"> - formula: $\frac{\text{current assets}}{\text{current liabilities}}$ ▪ profitability <ul style="list-style-type: none"> ○ gross profit ratio <ul style="list-style-type: none"> - formula: $\frac{\text{gross profit}}{\text{net sales}}$ ○ profit ratio <ul style="list-style-type: none"> - formula: $\frac{\text{profit}}{\text{net sales}}$ ○ expense ratio <ul style="list-style-type: none"> - formula: $\frac{\text{operating expenses}}{\text{net sales}}$ ○ return on equity ratio <ul style="list-style-type: none"> - formula: $\frac{\text{profit}}{\text{equity at end}}$ ▪ stability <ul style="list-style-type: none"> ○ debt to equity ratio <ul style="list-style-type: none"> - formula: $\frac{\text{total liabilities}}{\text{total equity}}$

Week	Key teaching points
14–15	<p>People</p> <ul style="list-style-type: none">• adapting leadership styles in a cross-cultural setting, including:<ul style="list-style-type: none">▪ autocratic▪ participative▪ situational• leadership traits needed in a cross-cultural setting, including:<ul style="list-style-type: none">▪ skilled communicator▪ socially aware▪ skilled decision maker▪ future thinker▪ self-discipline▪ responsible▪ motivational
16	Semester 2 Examination