



SAMPLE COURSE OUTLINE

**BUSINESS MANAGEMENT AND ENTERPRISE
GENERAL YEAR 11**

Copyright

© School Curriculum and Standards Authority, 2018

This document – apart from any third party copyright material contained in it – may be freely copied, or communicated on an intranet, for non-commercial purposes in educational institutions, provided that the School Curriculum and Standards Authority is acknowledged as the copyright owner, and that the Authority's moral rights are not infringed.

Copying or communication for any other purpose can be done only within the terms of the *Copyright Act 1968* or with prior written permission of the School Curriculum and Standards Authority. Copying or communication of any third party copyright material can be done only within the terms of the *Copyright Act 1968* or with permission of the copyright owners.

Any content in this document that has been derived from the Australian Curriculum may be used under the terms of the [Creative Commons Attribution 4.0 International licence](#).

Disclaimer

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.

Sample course outline

Business Management and Enterprise – General Year 11

Semester 1 – Unit 1

Week	Key teaching points
1–3	<p>Introduction to the course; distribution of syllabus, course outline and assessment outline</p> <p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • classification of businesses <ul style="list-style-type: none"> ▪ sole traders ▪ partnerships ▪ private companies ▪ not-for-profit organisations ▪ franchises • reasons for starting a business, including: <ul style="list-style-type: none"> ▪ wealth creation ▪ development of an innovative idea ▪ financial security ▪ employment opportunities/choices <p>Task 1: Response</p>
4–6	<p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • the environments of business <ul style="list-style-type: none"> ▪ macro environment ▪ operating environment ▪ internal environment • legal requirements in setting up sole traders and partnerships, including: <ul style="list-style-type: none"> ▪ Australian business number (ABN) ▪ business name ▪ business registration ▪ <i>Partnership Act 1895</i> (WA) ▪ Partnership agreement ▪ registration of tax file number <p>Task 2: Business research (Weeks 5–6)</p>
7–8	<p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • identification of a business opportunity • concept of entrepreneurship • types of innovation • the relationship between business growth and innovation • introduction to the concept of ethical practice for business, particularly in relation to the external environment

Week	Key teaching points
9–11	<p>Management: Operations</p> <ul style="list-style-type: none"> • factors influencing business success, including: <ul style="list-style-type: none"> ▪ positive cash flow ▪ appropriate market research ▪ experience in business planning • factors influencing business failure, including: <ul style="list-style-type: none"> ▪ lack of cash flow ▪ lack of market research ▪ lack of experience in business planning • sources of funding from financial institutions <ul style="list-style-type: none"> ▪ short-term ▪ long-term • purpose of a simple business plan • key features of a simple business plan, including: <ul style="list-style-type: none"> ▪ mission statement ▪ business profile <p>Task 3: Business research (Weeks 10–11)</p>
12–13	<p>Management: Marketing</p> <ul style="list-style-type: none"> • the importance of identifying potential customers and competitors • the following elements of the marketing mix: <ul style="list-style-type: none"> ▪ product ▪ price ▪ place ▪ promotion <p>Task 4: Response</p>
14–16	<p>People</p> <ul style="list-style-type: none"> • role of human resources in business • employer obligations, including: <ul style="list-style-type: none"> ▪ payroll ▪ superannuation ▪ leave entitlements • key features of a job description, including: <ul style="list-style-type: none"> ▪ skills ▪ qualifications ▪ experience <p>Task 5: Response</p>

Semester 2 – Unit 2

Week	Key teaching points
1	<p>Introduction to the unit</p> <p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • legal requirements for operating small to medium enterprises (SMEs), including sole traders and partnerships: <ul style="list-style-type: none"> ▪ Goods and Services Tax (GST) ▪ Business activity statement (BAS) reporting
3–4	<p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • intent and purpose of the following Western Australian workplace laws: <ul style="list-style-type: none"> ▪ <i>Equal Opportunity Act 1984 (WA)</i> ▪ <i>Occupational Safety and Health Act 1984 (WA)</i> • rights and responsibilities of employers, including: <ul style="list-style-type: none"> ▪ implement <i>Occupational Safety and Health Act 1984 (WA)</i> and Worksafe practices ▪ implement <i>Equal Opportunity Act 1984 (WA)</i> policies • rights and responsibilities of employees, including: <ul style="list-style-type: none"> ▪ follow <i>Occupational Safety and Health Act 1984 (WA)</i> and Worksafe practices <ul style="list-style-type: none"> ○ report workplace hazards ○ work in an ethical manner ○ undertake appropriate training to perform duties • the rights of consumers in Australian consumer law, including: <ul style="list-style-type: none"> ▪ make a complaint ▪ return faulty products ▪ engage in lay-by agreements <p>Task 6: Business research (Weeks 3–4)</p>
5–6	<p>Environments: Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • the concept of business networks • purpose of business networks • the concept of ethical business practice <ul style="list-style-type: none"> ▪ code of ethics for employer/employee ▪ employer/employee behaviour ▪ business/client relationship • business protocols, including the use of appropriate language and business etiquette <p>Task 7: Response</p>
7–8	<p>People</p> <ul style="list-style-type: none"> • characteristics of entrepreneurs, including: <ul style="list-style-type: none"> ▪ responsible risk taker ▪ resilience ▪ self-confidence ▪ specialised knowledge and/or experience • enterprising traits, including: <ul style="list-style-type: none"> ▪ risk taking ▪ optimism ▪ creativity ▪ perseverance

Week	Key teaching points
9–10	<p>People</p> <ul style="list-style-type: none"> • ways to work collaboratively in teams, including: <ul style="list-style-type: none"> ▪ accept responsibility ▪ support and contribute to team effort ▪ acknowledge other points of view • key traits of teamwork that facilitate creativity and innovation, including: <ul style="list-style-type: none"> ▪ openness and honesty ▪ valuing ideas and contributions ▪ learning from unsuccessful ideas • key features of the following creative and critical thinking tools: <ul style="list-style-type: none"> ▪ Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse (SCAMPER) ▪ De Bono’s Six Thinking Hats • decision-making tools, including: <ul style="list-style-type: none"> ▪ Plus, Minus, Interesting (PMI) ▪ Y-charts <p>Task 8: Response</p>
11–12	<p>Management: Marketing</p> <ul style="list-style-type: none"> • the concept of competitive advantage • the following elements of the marketing mix: <ul style="list-style-type: none"> ▪ people ▪ processes ▪ physical presence of the business • factors that influence consumer purchasing decisions <ul style="list-style-type: none"> ▪ peer groups <ul style="list-style-type: none"> ○ aspirational ○ associative ○ dissociative ▪ psychological factors <ul style="list-style-type: none"> ○ loyalty ○ memory ○ motivation ○ perception of business image ▪ economic factors <ul style="list-style-type: none"> ○ supply, demand and price ○ interest rates ○ petrol prices <p>Task 9: Business research (Weeks 12–13)</p>
13–14	<p>Management: Operations</p> <ul style="list-style-type: none"> • the nature and purpose of the following simple cash records: <ul style="list-style-type: none"> ▪ receipts ▪ bank deposit slip ▪ simple business bank reconciliation • nature and purpose of the following source documents: <ul style="list-style-type: none"> ▪ order forms ▪ tax invoice • simple calculation of profit using income and expenses only <p>Task 10: Response</p>

Week	Key teaching points
15	<p>Management: Operations</p> <ul style="list-style-type: none">• the role of the manager in operating a business<ul style="list-style-type: none">▪ planning▪ organising▪ leading▪ controlling• risk management strategies when operating a SME business<ul style="list-style-type: none">▪ insurance▪ employee training• methods of monitoring business activities, including:<ul style="list-style-type: none">▪ customer database▪ sales data▪ debt and cash <p>Task 11: Response</p>