



## **SAMPLE COURSE OUTLINE**

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**BUSINESS MANAGEMENT AND ENTERPRISE**

**GENERAL 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 – General Year 12

#### Semester 1 – Unit 3

Week	Key teaching points
1–2	<p><b>Environments</b>  <b>Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• types of business ownership in small to medium enterprises (SMEs) <ul style="list-style-type: none"> <li>▪ sole traders</li> <li>▪ partnerships</li> <li>▪ small proprietary companies</li> <li>▪ not-for-profit organisations</li> <li>▪ franchises</li> </ul> </li> <li>• impact of economic factors on business function, including: <ul style="list-style-type: none"> <li>▪ inflation</li> <li>▪ interest rates</li> <li>▪ availability of skilled and unskilled labour</li> <li>▪ unemployment rates</li> </ul> </li> </ul>
3–4	<p><b>Environments</b>  <b>Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• the concept of business public image</li> <li>• methods of raising business public image, including: <ul style="list-style-type: none"> <li>▪ corporate sponsorship</li> <li>▪ donations</li> </ul> </li> <li>• positive and negative impacts on business image of environmental issues, including: <ul style="list-style-type: none"> <li>▪ climate change</li> <li>▪ pollution</li> <li>▪ energy use</li> <li>▪ animal testing</li> </ul> </li> </ul> <p><b>Task 1: Business research (Weeks 3–4)</b></p>
5–8	<p><b>Management</b>  <b>Marketing</b></p> <ul style="list-style-type: none"> <li>• the concept of market</li> <li>• the concepts of market size and market share</li> <li>• key elements of a marketing plan, including: <ul style="list-style-type: none"> <li>▪ market position</li> <li>▪ competitor analysis</li> <li>▪ target market analysis</li> <li>▪ marketing goals</li> <li>▪ marketing strategy</li> <li>▪ marketing mix</li> </ul> </li> <li>• the concept of market segmentation</li> <li>• characteristics of market segmentation, including: <ul style="list-style-type: none"> <li>▪ demographic</li> <li>▪ geographic</li> <li>▪ psychographic (lifestyle and behaviour)</li> </ul> </li> <li>• the concept of market research</li> <li>• key features of the market research process, including: <ul style="list-style-type: none"> <li>▪ collection of primary and secondary data</li> <li>▪ data analysis</li> </ul> </li> <li>• the concepts of marketing and the marketing mix</li> </ul>

Week	Key teaching points
	<ul style="list-style-type: none"> <li>• elements of the marketing mix <ul style="list-style-type: none"> <li>▪ product <ul style="list-style-type: none"> <li>○ positioning</li> <li>○ features</li> <li>○ branding</li> <li>○ packaging</li> </ul> </li> <li>▪ price <ul style="list-style-type: none"> <li>○ skim</li> <li>○ penetration</li> <li>○ psychological</li> <li>○ premium/prestige</li> </ul> </li> <li>▪ place <ul style="list-style-type: none"> <li>○ direct distribution</li> <li>○ indirect distribution</li> <li>○ location</li> </ul> </li> <li>▪ promotion <ul style="list-style-type: none"> <li>○ advertising</li> <li>○ publicity</li> <li>○ sales promotion</li> <li>○ personal selling</li> <li>○ viral marketing</li> </ul> </li> <li>▪ people (employees) <ul style="list-style-type: none"> <li>○ training and customer service as part of customer relationship management (CRM)</li> </ul> </li> <li>▪ processes <ul style="list-style-type: none"> <li>○ procedures to deliver a service or product</li> </ul> </li> <li>▪ physical presence of the business <ul style="list-style-type: none"> <li>○ signage</li> <li>○ webpage</li> <li>○ staff uniform</li> </ul> </li> <li>▪ performance <ul style="list-style-type: none"> <li>○ evaluation of business marketing objectives using key performance indicators (KPIs), including: sales revenue, sales returns and customer satisfaction</li> </ul> </li> </ul> </li> </ul> <p><b>Task 2: Response (Week 8)</b></p>
9	<p><b>Management Marketing</b></p> <ul style="list-style-type: none"> <li>• the use of customer profiling to determine customer needs and expectations</li> <li>• the use of competitor profiling to determine competitor product range, prices and marketing strategies</li> <li>• strategies for managing customer relationships, including: <ul style="list-style-type: none"> <li>▪ customer loyalty programs</li> <li>▪ early adopter incentives</li> </ul> </li> <li>• the use of technologies to facilitate promotional activities, including: <ul style="list-style-type: none"> <li>▪ online advertising</li> <li>▪ social media</li> <li>▪ mobile applications</li> <li>▪ e-newsletters</li> <li>▪ e-commerce</li> </ul> </li> </ul>
10–11	<p><b>Environments Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• Australian consumer law in relation to misleading and deceptive conduct in business marketing activity, including: <ul style="list-style-type: none"> <li>▪ bait advertising</li> <li>▪ scientific claims</li> <li>▪ country of origin</li> </ul> </li> </ul>

Week	Key teaching points
	<ul style="list-style-type: none"> <li>• consumer rights and protection, including:               <ul style="list-style-type: none"> <li>▪ product safety (Australian Standards)</li> <li>▪ guarantees, warranties and refunds</li> <li>▪ repair and replace</li> </ul> </li> </ul>
12	<p><b>Management Operations</b></p> <ul style="list-style-type: none"> <li>• levels of management within a business               <ul style="list-style-type: none"> <li>▪ top</li> <li>▪ middle</li> <li>▪ frontline</li> </ul> </li> <li>• types of organisational structures, including:               <ul style="list-style-type: none"> <li>▪ functional</li> <li>▪ product</li> <li>▪ divisional</li> <li>▪ team</li> </ul> </li> <li>• features of organisational structures, including:               <ul style="list-style-type: none"> <li>▪ chain of command</li> <li>▪ span of control</li> <li>▪ delegation</li> </ul> </li> </ul>
13	<p><b>Environments</b></p> <p><b>Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• national employment standards for employment contracts, including:               <ul style="list-style-type: none"> <li>▪ minimum wage</li> <li>▪ minimum working conditions</li> <li>▪ unfair dismissal</li> </ul> </li> <li>• key elements of a contract               <ul style="list-style-type: none"> <li>▪ intention</li> <li>▪ agreement (offer and acceptance)</li> <li>▪ consideration</li> </ul> </li> <li>• legal requirements of contracts, including:               <ul style="list-style-type: none"> <li>▪ capacity</li> <li>▪ consent</li> <li>▪ legal purpose</li> </ul> </li> </ul> <p><b>Task 3: Externally set task (Week 13)</b></p>
14–15	<p><b>People</b></p> <ul style="list-style-type: none"> <li>• phases of the employment cycle               <ul style="list-style-type: none"> <li>▪ acquisition                   <ul style="list-style-type: none"> <li>○ staffing needs</li> <li>○ selection and recruitment</li> </ul> </li> <li>▪ development                   <ul style="list-style-type: none"> <li>○ induction</li> <li>○ training</li> </ul> </li> <li>▪ maintenance                   <ul style="list-style-type: none"> <li>○ agreements</li> <li>○ contracts</li> <li>○ performance management</li> </ul> </li> <li>▪ separation                   <ul style="list-style-type: none"> <li>○ retirement</li> <li>○ resignation</li> <li>○ retrenchment</li> <li>○ dismissal</li> </ul> </li> </ul> </li> </ul> <p><b>Task 4: Response (Week 15)</b></p>

## Semester 2 – Unit 4

Week	Key teaching points
1–3	<p><b>People</b></p> <ul style="list-style-type: none"> <li>• the concept of motivation in business, including: <ul style="list-style-type: none"> <li>▪ financial incentives for employees, including: <ul style="list-style-type: none"> <li>○ sales bonuses</li> <li>○ shares schemes</li> </ul> </li> <li>▪ non-financial incentives for employees, including: <ul style="list-style-type: none"> <li>○ skill improvement training</li> <li>○ recognition and reward</li> <li>○ penalties for employees</li> </ul> </li> </ul> </li> <li>• characteristics of the following motivation theories: <ul style="list-style-type: none"> <li>▪ Maslow’s Hierarchy of Needs</li> <li>▪ Herzberg’s Motivation-Hygiene theory</li> <li>▪ Vroom’s Expectancy theory</li> <li>▪ Adams’ Equity theory</li> </ul> </li> <li>• key features of the following leadership styles: <ul style="list-style-type: none"> <li>▪ autocratic</li> <li>▪ participative</li> <li>▪ situational</li> </ul> </li> </ul> <p><b>Task 5: Response (Week 3)</b></p>
4	<p><b>Environments</b></p> <p><b>Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• employee protections at work as provided by the <i>Fair Work Act 2009</i></li> <li>• intent and purpose of the <i>Work Health and Safety Act 2020 (WA)</i> <ul style="list-style-type: none"> <li>▪ responsibility of an employer within the <i>Work Health and Safety Act 2020 (WA)</i></li> </ul> </li> </ul>
5–6	<p><b>Environments</b></p> <p><b>Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• the concept of intellectual property (IP)</li> <li>• purpose of IP laws in Australia</li> <li>• types of intellectual property registrations, including: <ul style="list-style-type: none"> <li>▪ copyright</li> <li>▪ patents</li> <li>▪ trademarks</li> <li>▪ designs</li> </ul> </li> <li>• process for Australian IP registration</li> </ul> <p><b>Task 6: Response (Week 6)</b></p>
7–8	<p><b>Management</b></p> <p><b>Operations</b></p> <ul style="list-style-type: none"> <li>• purpose and features of the following financial reports: <ul style="list-style-type: none"> <li>▪ a budget</li> <li>▪ a balance sheet (statement of financial position)</li> <li>▪ a profit and loss statement</li> </ul> </li> <li>• function of key performance indicators (KPIs)</li> <li>• characteristics of the following financial indicators: <ul style="list-style-type: none"> <li>▪ profitability</li> <li>▪ cost reduction</li> <li>▪ sales</li> </ul> </li> <li>• characteristics of the following non-financial indicators: <ul style="list-style-type: none"> <li>▪ quality</li> <li>▪ customer satisfaction</li> </ul> </li> </ul>

Week	Key teaching points
9–10	<p><b>Environments</b>  <b>Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• factors that influence spending patterns of small to medium sized enterprises (SME) and consumers, including: <ul style="list-style-type: none"> <li>▪ the level of economic activity</li> <li>▪ prevailing community social norms, including attitudes to business public image and sustainability</li> </ul> </li> <li>• issues related to the marketing and promotion of the following products: <ul style="list-style-type: none"> <li>▪ alcohol</li> <li>▪ tobacco</li> <li>▪ fast food</li> </ul> </li> <li>• influence of government policy on the following: <ul style="list-style-type: none"> <li>▪ product labelling</li> <li>▪ trading hours</li> <li>▪ advertising practices to children</li> </ul> </li> </ul> <p><b>Task 7: Response (Week 10)</b></p>
11–12	<p><b>Management</b>  <b>Marketing</b></p> <ul style="list-style-type: none"> <li>• purpose and features of a marketing strategy</li> <li>• stages of the product lifecycle <ul style="list-style-type: none"> <li>▪ development</li> <li>▪ growth</li> <li>▪ saturation</li> <li>▪ decline</li> </ul> </li> <li>• applying marketing strategies for each stage of the product lifecycle</li> </ul>
13–15	<p><b>Management</b>  <b>Operations</b></p> <ul style="list-style-type: none"> <li>• purpose of a business plan</li> <li>• key elements of a business plan, including: <ul style="list-style-type: none"> <li>▪ executive summary</li> <li>▪ vision statement</li> <li>▪ mission statement</li> <li>▪ business concept</li> <li>▪ operations strategy</li> <li>▪ marketing plan, including strengths, weaknesses, opportunities, threats (SWOT) analysis</li> <li>▪ financial plan</li> <li>▪ human resource management (HRM)</li> </ul> </li> </ul> <p><b>Task 8: Business research (Weeks 14–15)</b></p>