

School administrators, Heads of Learning Area – Humanities and Social Sciences and teachers of Business Management and Enterprise General Year 12 are requested to note for 2023 the following minor syllabus changes. The syllabus is labelled as 'For teaching from 2023'.

Syllabus changes

The content identified by ~~striketrough~~ has been deleted from the syllabus and the content identified in *italics* has been revised in the syllabus for teaching from 2023:

Unit 3

- elements of the marketing mix
 - promotion
 - advertising
 - publicity
 - sales promotion
 - *personal selling*
 - viral marketing
 - ~~telemarketing~~
- the use of technologies to facilitate promotional activities, including:
 - ~~internet~~
 - ~~mobile devices~~
 - *online advertising*
 - *social media*
 - *mobile applications*
 - *e-newsletters*
 - *e-commerce*

Unit 4

- ~~intent and purpose of the Occupational Safety and Health (OSH) Act 1984 (WA)~~
 - ~~responsibility of an employer within the OSH Act~~
 - ~~responsibility of an employee within the OSH Act~~
- intent and purpose of the *Work Safety Act 2020 (WA)*
 - responsibility of an employer within the *Work Safety Act 2020 (WA)*
- types of intellectual property registrations, including:
 - *copyright*
 - patents
 - trademarks (including domain names)
 - designs

Assessment table – Year 12

The following weightings in the Assessment table have been revised in the syllabus for teaching from 2023.

- Business research – weighting ~~40%~~ 30%
- Response – weighting ~~45%~~ 55%
- Externally set task (EST) – weighting 15%