**Sample Course Outline**

Business Management and Enterprise

General Year 11

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# Sample course outline

# Business Management and Enterprise – General Year 11

## Semester 1 – Unit 1

| **Week** | **Key teaching points** |
| --- | --- |
| 1–3 | Introduction to the course; distribution of syllabus, course outline and assessment outline**Environments: Political and legal, economic, socio-cultural and technological (PEST)*** classification of businesses
	+ sole traders
	+ partnerships
	+ private companies
	+ not-for-profit organisations
	+ franchises
* reasons for starting a business, including:
	+ wealth creation
	+ development of an innovative idea
	+ financial security
	+ employment opportunities/choices

**Task 1: Response** |
| 4–6 | **Environments: Political and legal, economic, socio-cultural and technological (PEST)*** the environments of business
	+ macro environment
	+ operating environment
	+ internal environment
* legal requirements in setting up sole traders and partnerships, including:
	+ Australian business number (ABN)
	+ business name
	+ business registration
	+ *Partnership Act 1895* (WA)
	+ Partnership agreement
	+ registration of tax file number

**Task 2: Business research (Weeks 5–6)** |
| 7–8 | **Environments: Political and legal, economic, socio-cultural and technological (PEST)*** 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 | **Management: Operations*** factors influencing business success, including:
	+ positive cash flow
	+ appropriate market research
	+ experience in business planning
* factors influencing business failure, including:
	+ lack of cash flow
	+ lack of market research
	+ lack of experience in business planning
* sources of funding from financial institutions
	+ short-term
	+ long-term
* purpose of a simple business plan
* key features of a simple business plan, including:
	+ mission statement
	+ business profile

**Task 3: Business research (Weeks 10–11)** |
| 12–13 | **Management: Marketing*** the importance of identifying potential customers and competitors
* the following elements of the marketing mix:
	+ product
	+ price
	+ place
	+ promotion

**Task 4: Response**  |
| 14–16 | **People*** role of human resources in business
* employer obligations, including:
	+ payroll
	+ superannuation
	+ leave entitlements
* key features of a job description, including:
	+ skills
	+ qualifications
	+ experience

**Task 5: Response** |

## Semester 2 – Unit 2

| **Week** | **Key teaching points** |
| --- | --- |
| 1 | Introduction to the unit**Environments: Political and legal, economic, socio-cultural and technological (PEST)*** legal requirements for operating small to medium enterprises (SMEs), including sole traders and partnerships:
	+ Goods and Services Tax (GST)
	+ Business activity statement (BAS) reporting
 |
| 3–4 | **Environments: Political and legal, economic, socio-cultural and technological (PEST)*** intent and purpose of the following Western Australian workplace laws:
	+ *Equal Opportunity Act 1984* (WA)
	+ *Occupational Safety and Health Act 1984 (WA)*
* rights and responsibilities of employers, including:
	+ implement *Occupational Safety and Health Act 1984* (WA) and Worksafe practices
	+ implement *Equal Opportunity Act 1984* (WA) policies
* rights and responsibilities of employees, including:
	+ follow *Occupational Safety and Health* *Act 1984* (WA)and Worksafe practices
		- report workplace hazards
		- work in an ethical manner
		- undertake appropriate training to perform duties
* the rights of consumers in Australian consumer law, including:
	+ make a complaint
	+ return faulty products
	+ engage in lay-by agreements

**Task 6: Business research (Weeks 3–4)** |
| 5–6 | **Environments: Political and legal, economic, socio-cultural and technological (PEST)*** the concept of business networks
* purpose of business networks
* the concept of ethical business practice
	+ code of ethics for employer/employee
	+ employer/employee behaviour
	+ business/client relationship
* business protocols, including the use of appropriate language and business etiquette

**Task 7: Response** |
| 7–8 | **People*** characteristics of entrepreneurs, including:
	+ responsible risk taker
	+ resilience
	+ self-confidence
	+ specialised knowledge and/or experience
* enterprising traits, including:
	+ risk taking
	+ optimism
	+ creativity
	+ perseverance
 |
| 9–10 | **People*** ways to work collaboratively in teams, including:
	+ accept responsibility
	+ support and contribute to team effort
	+ acknowledge other points of view
* key traits of teamwork that facilitate creativity and innovation, including:
	+ openness and honesty
	+ valuing ideas and contributions
	+ learning from unsuccessful ideas
* key features of the following creative and critical thinking tools:
	+ Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse (SCAMPER)
	+ De Bono’s Six Thinking Hats
* decision-making tools, including:
	+ Plus, Minus, Interesting (PMI)
	+ Y-charts

**Task 8: Response** |
| 11–12 | **Management: Marketing*** the concept of competitive advantage
* the following elements of the marketing mix:
	+ people
	+ processes
	+ physical presence of the business
* factors that influence consumer purchasing decisions
	+ peer groups
		- aspirational
		- associative
		- dissociative
	+ psychological factors
		- loyalty
		- memory
		- motivation
		- perception of business image
	+ economic factors
		- supply, demand and price
		- interest rates
		- petrol prices

**Task 9: Business research (Weeks 12–13)** |
| 13–14 | **Management: Operations*** the nature and purpose of the following simple cash records:
	+ receipts
	+ bank deposit slip
	+ simple business bank reconciliation
* nature and purpose of the following source documents:
	+ order forms
	+ tax invoice
* simple calculation of profit using income and expenses only

**Task 10: Response** |
| 15 | **Management: Operations*** the role of the manager in operating a business
	+ planning
	+ organising
	+ leading
	+ controlling
* risk management strategies when operating a SME business
	+ insurance
	+ employee training
* methods of monitoring business activities, including:
	+ customer database
	+ sales data
	+ debt and cash

**Task 11: Response** |