**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** |