Sample Course Outline

Business Management and Enterprise

ATAR Year 11

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Sample course outline

Business Management and Enterprise – ATAR Year 11

Semester 1 – Unit 1

| **Week** | **Key teaching points** |
| --- | --- |
| 1–2 | Overview of the syllabus, expectations and assessment outlineEnvironments: Political and legal, economic, socio-cultural and technological (PEST)* types of business ownership in small to medium enterprises (SMEs)
	+ sole traders
	+ partnerships
	+ small proprietary companies
	+ not-for-profit organisations
	+ franchises
* impact of economic factors on business function, including:
	+ inflation
	+ interest rates
	+ availability of skilled and unskilled labour
	+ unemployment rates
 |
| 3 | Environments: Political and legal, economic, socio-cultural and technological (PEST)* the concept of business public image
* methods of raising business public image, including:
	+ corporate sponsorship
	+ donations
* positive and negative impacts on business image of environmental issues, including:
	+ climate change
	+ pollution
	+ energy use
	+ animal testing

**Task 1: Business research (Weeks 3**–**4)** |
| 4–7 | **Management: Marketing*** the concepts of market and marketing
* differences between market size and market share
* key elements of a marketing plan, including:
	+ market position
	+ competitor analysis
	+ target market analysis
	+ marketing goals
	+ marketing strategy
	+ marketing mix
* characteristics of market segmentation, including:
	+ demographic
	+ geographic
	+ psychographic (lifestyle and behaviour)
* key features of the market research process, including:
	+ collection of primary and secondary data
	+ data analysis
* the concept of the marketing mix
* elements of the marketing mix
	+ product
* positioning
* features
* branding
* packaging
	+ price
* skim
* penetration
* psychological
* premium/prestige
	+ place
* direct distribution
* indirect distribution
* location
	+ promotion
* advertising
* publicity
* sales promotion
* personal selling
* viral marketing
	+ people (employees)
* training and customer service as part of customer relationship management (CRM)
	+ processes
* procedures to deliver a service or product
	+ physical presence of the business
* signage
* webpage
* staff uniform
	+ performance
* evaluation of business marketing objectives using key performance indicators (KPIs), including: sales revenue, sales returns and customer satisfaction
 |
| 8 | **Management: Marketing*** the use of customer profiling to determine customer needs and expectations
* the use of competitor profiling to determine competitor product range, prices and marketing strategies
* strategies for managing customer relationships, including:
	+ customer loyalty
	+ early adopter incentive
* the use of technologies to facilitate promotional activities, including:
	+ online advertising
	+ social media
	+ mobile applications
	+ e-newsletters
	+ e-commerce

**Task 2: Response (Week 8)** |
| 9–10 | **Environments: Political and legal, economic, socio-cultural and technological (PEST)*** Australian consumer law in relation to misleading and deceptive conduct in business marketing activity, including:
	+ bait advertising
	+ scientific claims
	+ country of origin
* consumer rights and protection, including:
	+ product safety (Australian Standards)
	+ guarantees, warranties and refunds
	+ repair and replace
 |
| 11 | **Management: Operations*** levels of management within a business
	+ top
	+ middle
	+ frontline
* types of organisational structures, including:
	+ functional
	+ product
	+ divisional
	+ team
* features of organisational structures, including:
	+ chain of command
	+ span of control
	+ delegation
 |
| 12–13 | **Environments: Political and legal, economic, socio-cultural and technological (PEST)*** national employment standards for employment contracts, including:
	+ minimum wage
	+ minimum working conditions
	+ unfair dismissal
* key elements of a contract
	+ intention
	+ agreement (offer and acceptance)
	+ consideration
* legal requirements of contracts, including:
	+ capacity
	+ consent
	+ legal purpose
 |
| 14–15 | **People*** phases of the employment cycle
	+ acquisition
* staffing needs
* selection and recruitment
	+ development
* induction
* training
	+ maintenance
* agreements
* contracts
* performance management
	+ separation
* retirement
* resignation
* retrenchment
* dismissal

**Task 3: Response (Week 15)** |
| 16 | **Task 4: Semester 1 Examination** |

Semester 2 – Unit 2

| **Week** | **Key teaching points** |
| --- | --- |
| 1–3 | Overview of the syllabus, expectations and assessment outlinePeople* the concept of motivation in business, including methods of reward, benefits and penalties
* financial incentives for employees, including:
	+ sales bonuses
	+ shares schemes
* non-financial incentives for employees, including:
	+ skill improvement training
	+ recognition and reward
* characteristics of the following motivation theories:
	+ Maslow’s Hierarchy of Needs
	+ Herzberg’s Motivation-Hygiene Theory
	+ Vroom’s Expectancy Theory
	+ Adams’ Equity Theory
* key features of the following leadership styles:
	+ autocratic
	+ participative
	+ situational
 |
| 4–5 | **Environments:** **Political and legal, economic, socio-cultural and technological (PEST)*** factors that influence spending patterns of small to medium sized enterprises (SME) and consumers, including:
	+ the level of economic activity
	+ prevailing community social norms, including attitudes to business public image and sustainability
* issues related to the marketing and promotion of the following products:
	+ alcohol
	+ tobacco
	+ fast food
* influence of government policy on the following:
	+ product labelling
	+ trading hours
	+ advertising practices to children

**Task 5: Response (Week 4)** |
| 6 | **Management: Marketing*** features and purposes of a marketing strategy
* stages of the product lifecycle
	+ development
	+ growth
	+ saturation
	+ decline
* applying marketing strategies for each stage of the product lifecycle
 |
| 7–8 | **Environments:** **Political and legal, economic, socio-cultural and technological (PEST)** * the concept of intellectual property (IP)
* purpose of IP laws in Australia
* types of intellectual property registrations, including:
	+ copyright
	+ patents
	+ trademarks
	+ designs
* process for Australian IP registration
 |
| 9–10 | **Environments:** **Political and legal, economic, socio-cultural and technological (PEST)*** intent and purpose of the *Equal Opportunity Act 1984* (WA)
* employee protections at work as provided by the *Fair Work Act 2009*
* intent and purpose of the *Work Health and Safety Act 2020* (WA)
	+ responsibility of an employer within the *Work Health and Safety Act 2020 (WA)*
	+ responsibility of an employee within the *Work Health and Safety Act 2020 (WA)*
 |
| 11–12 | **Management: Operations*** purpose and features of the following financial reports:
	+ a budget
	+ a balance sheet (statement of financial position)
	+ a profit and loss statement
* function of key performance indicators (KPIs)
* characteristics of the following financial indicators
	+ profitability
	+ liquidity
	+ stability
* characteristics of the following non-financial indicators
	+ quality
	+ customer satisfaction
 |
| 13–15 | **Management: Operations*** purpose and intent of a business plan
* key elements and structure of a business plan, including:
	+ executive summary
	+ vision statement
	+ mission statement
	+ business concept
	+ operations strategy
	+ marketing plan, including SWOT (strengths, weaknesses, opportunities, threats) analysis
	+ financial plan
	+ human resource management (HRM)

**Task 6: Response (Week 13)****Task 7: Business research (Weeks 14–15)** |
| 16 | Task 8: Semester 2 Examination |