Sample Course Outline

Business Management and Enterprise

ATAR Year 11

**Acknowledgement of Country**

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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 outline Environments: 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 outline People  * 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 |