Sample Course Outline

Business Management and Enterprise

ATAR Year 12

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Sample course outline

Business Management and Enterprise – ATAR Year 12

Semester 1 – Unit 3

| **Week** | **Key teaching points** |
| --- | --- |
| 1–3 | Overview of the syllabus, expectations and assessment outlineEnvironments: Political and legal, economic, socio-cultural and technological (PEST)* factors driving global business development, including:
	+ financial growth opportunities and/or loss minimisation
	+ consumer purchasing and spending patterns
	+ World Trade Organisation (WTO) regulations and sanctions
	+ deregulation of the financial market
* the impact of globalisation on:
	+ employment levels in developing countries and in developed countries
	+ global spread of skills and technology
	+ international cooperation
	+ domestic market
	+ tax minimisation – tax havens and transfer pricing

Task 1: Business Research (Weeks 2–3) |
| 4–5 | Management: Marketing* benefits to a business of having a global brand
* factors that determine the feasibility of expanding into a foreign market, including:
	+ level of demand by consumers
	+ consumption patterns
	+ competitor activity
* standardisation or adaptation when applying elements of the marketing mix to global brands
	+ corporate slogan
	+ product name
	+ product features
	+ positioning

Environments: Political and legal, economic, socio-cultural and technological (PEST)* benefits of home grown/developed products
* role of ethics in global business decisions, including:
	+ environmental responsibility
	+ outsourcing
	+ the use of offshore labour
 |
| 6–7 | Environments: Political and legal, economic, socio-cultural and technological (PEST)* host country and home government incentives for international trade, including:
	+ grants
	+ taxation
* features and role of free trade agreements (FTA), including:
	+ ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA)
	+ Australia New Zealand Closer Economic Relations Trade Agreement (ANZCERTA)
* benefits and challenges to Australian owned businesses as a result of FTAs

Task 2: Business Research (Weeks 5–6) |
| 8 | Management: Operations* rationale for and benefits of global strategic alliances
	+ outsourcing
	+ acquisition
	+ mergers
	+ joint ventures
	+ franchising
 |
| 9 | Management: Operations* sources of financial risk in export markets, including:
	+ currency fluctuations
	+ non-payment of monies
* strategies for minimising financial risk in export markets, including:
	+ documentation
	+ insurance
	+ hedging
 |
| 10–11 | Management: Operations* the role of innovation in improving products, processes and services
* the benefits of innovation for business, including:
	+ financial gain
	+ expansion of global market presence
	+ increased market share
* factors that impact on the success of innovation
	+ timing
	+ cost
	+ marketing strategy
	+ technology

Environments: Political and legal, economic, socio-cultural and technological (PEST)* the role of e-commerce in a global environment
 |
| 12–14 | People* internal and external factors that drive change in a global environment
* reasons for resistance to change, including:
	+ financial costs
	+ managerial inertia
	+ cultural incompatibility in mergers/takeovers
	+ staff attitude
* preparing people for change, including:
	+ Lewin’s Forcefield Analysis model
	+ Kotter’s 8 Steps change management model
* managing diversity as a strategy for business growth

Task 3: Response (Week 14) |
| 15 | Task 4: Semester 1 examination (Week 15) |

Semester 2 – Unit 4

| **Week** | **Key teaching points** |
| --- | --- |
| 1–3 | Overview of the syllabus, expectations and assessment outlineEnvironments: Political and legal, economic, socio-cultural and technological (PEST)* the impact of cultural considerations on global business practice, including:
	+ levels of education
	+ customs
	+ holidays and celebrations
	+ religious beliefs
	+ business etiquette
	+ communication protocols
* the role of business in relation to ethical practice in a global context, including:
	+ minimum standards of labour by the International Labour Organisation (ILO), including the use of child labour
	+ corporate social responsibility
	+ environmental sustainability

People* adapting leadership styles in a cross-cultural setting, including:
	+ autocratic
	+ participative
	+ situational
* leadership traits needed in a cross-cultural setting, including:
	+ skilled communicator
	+ socially aware
	+ skilled decision maker
	+ future thinker
	+ self-discipline
	+ responsible
	+ motivational
 |
| 4–5 | Environments: Political and legal, economic, socio-cultural and technological (PEST)* economic factors which impact on business operations in the global market, including:
	+ economic activity
	+ discretionary spending
	+ interest rates
	+ currency fluctuations
* political factors which impact on business operation in global markets, including:
	+ stability of foreign governments
	+ relationship of foreign governments with the Australian Government
* impact of legal systems on business operation in global markets
	+ differences regarding competition regulation
		- patent registrations
		- product liability

Task 5: Response (Week 5) |
| 6–8 | Management: Strategic management* purpose and intent of the strategic planning process
* key features of strategic plans:
	+ mission and objectives
	+ environmental scan
		- PEST
		- Porter’s Five Forces
		- Strengths, Weaknesses, Opportunities, Threats (SWOT) strategies
	+ strategic formulation
	+ strategic implementation
	+ evaluation and control
 |
| 9 | Environments: Political and legal, economic, socio-cultural and technological (PEST)* impact of technology on business operation in global markets, including:
	+ technology that assists business in the expansion into global markets
	+ e-commerce, security and privacy issues

Management: Marketing* use of technology in global markets, including:
	+ distribution of products
	+ e-commerce
	+ social media campaigns
 |
| 10–11 | Management: Operations* purpose of production management systems
* features of product development
* features of quality management
	+ control
	+ assurance
	+ improvement
* inventory control techniques
	+ just-in-time
	+ just-in-case

Task 6: Business Research (Weeks 10–11) |
| 12 | Environments: Political and legal, economic, socio-cultural and technological (PEST)* types of financial institutions, including:
	+ banks
	+ finance companies
* sources of internal funding, including:
	+ retained profits
* sources of external funding, including:
	+ debentures
	+ share capital
	+ trade credit
	+ venture capital
	+ secured loans
	+ financial institutions
	+ government
 |
| 13–14 | Management: Operations* purpose, features and interpretation of the following basic financial ratios:
	+ liquidity
		- current ratio
			* formula: current assets

 current liabilities* + profitability
		- gross profit ratio
	+ formula: gross profit

 net sales* + - profit ratio
	+ formula: profit

 net sales* + - expense ratio
	+ formula: operating expenses

 net sales* + - return on equity ratio
	+ formula: profit

 equity at end* + stability
* debt to equity ratio
	+ formula: total liabilities

 total equityTask 7: Response (Week 14) |
| 15 | Task 8: Semester 2 examination (Week 15) |