**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
* analysis of 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**–**4)** |
| 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

**Task 2: Business Research (Weeks 5**–**6)** |
| 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 3: Response (Week 8)** |

| **Week** | **Key teaching points** |
| --- | --- |
| 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

**Task 4: Response (Week 10)** |
| 10–11 | **Management: Operations*** role and benefits 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

**Task 5: Response (Week 12)** |
| 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
 |
| 15 | Task 6: Semester 1 Examination |

## 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)* analysis of the impact of cultural considerations on global business practice, including:
	+ levels of education
	+ customs
	+ holidays and celebrations
	+ religious beliefs
	+ business etiquette
	+ communication protocols
* ethical practice in a global business, including:
	+ minimum standards of labour by the International Labour Organisation (ILO), including the use of child labour
	+ the role of 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

**Task 7: Response (Week 4)** |
| 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 8: Response (Week 6)** |
| 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

**Task 9: Business Research (Weeks 7**–**8)** |
| 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 10: Business Research (Weeks 11**–**12)** |
| 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
 |

| **Week** | **Key teaching points** |
| --- | --- |
| 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 equity**Task 11: Response (Week 14)** |
| 15 | Task 12: Semester 2 Examination |