**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 outline Environments: 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 outline Environments: 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 |