**Sample Course Outline**

Business Management and Enterprise

General Year 12

**Copyright**

© School Curriculum and Standards Authority, 2018

This document – apart from any third party copyright material contained in it – may be freely copied, or communicated on an intranet, for non-commercial purposes in educational institutions, provided that the School Curriculum and Standards Authority is acknowledged as the copyright owner, and that the Authority’s moral rights are not infringed.

Copying or communication for any other purpose can be done only within the terms of the Copyright Act 1968 or with prior written permission of the School Curriculum and Standards Authority. Copying or communication of any third party copyright material can be done only within the terms of the Copyright Act 1968 or with permission of the copyright owners.

Any content in this document that has been derived from the Australian Curriculum may be used under the terms of the [Creative Commons Attribution-NonCommercial 3.0 Australia licence](http://creativecommons.org/licenses/by-nc/3.0/au/)

**Disclaimer**

Any resources such as texts, websites and so on that may be referred to in this document are provided as examples of resources that teachers can use to support their learning programs. Their inclusion does not imply that they are mandatory or that they are the only resources relevant to the course.

Sample course outline

Business Management and Enterprise – General Year 12

## Semester 1 – Unit 3

| 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
 |
| 3–4 | 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 2–4)** |
| 5–8 | **Management: Marketing** * the concept of market
* the concepts of 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
* the concept of market segmentation
* characteristics of market segmentation, including:
	+ demographic
	+ geographic
	+ psychographic (lifestyle and behaviour)
* the concept of market research
* key features of the market research process, including:
	+ collection of primary and secondary data
	+ data analysis
* the concepts of marketing and 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
* viral marketing
* telemarketing
	+ 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

**Task 2: Business research (Weeks 6–8)** |
| 9 | **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
* the use of technologies to facilitate promotional activities, including:
	+ internet
	+ mobile devices
* strategies for managing customer relationships, including:
	+ customer loyalty programs
	+ early adopter incentives

**Task 3: Response (Week 10)** |
| 10–11 | **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

**Task 4: Response (Week 12)** |
| 12 | **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
 |
| 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

**Task 5: Externally set task**  |
| 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 6: Response**  |

## Semester 2 – Unit 4

| Week | Key teaching points |
| --- | --- |
| 1–3 | Overview of the syllabus, expectations and assessment outlinePeople * the concept of motivation in business, including:
	+ financial incentives for employees, including:
* sales bonuses
* shares schemes
	+ non-financial incentives for employees, including:
* skill improvement training
* recognition and reward
* penalties for employees
* 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

**Task 7: Response** |
| 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
 |
| 6 | **Management: Marketing*** purpose and features 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:
	+ patents
	+ trademarks (including domain names)
	+ designs
* process for Australian IP registration

**Task 8: Business research (Weeks 8–9)** |
| 9–10 | **Environments:** **Political and legal, economic, socio-cultural and technological (PEST)*** employee protections at work as provided by the *Fair Work Act* *2009*
* intent and purpose of the *Occupational Safety and Health (OSH) Act* *1984* (WA)
	+ responsibility of an employer within the *OSH Act*

**Task 9: Response**  |
| 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
	+ cost reduction
	+ sales
* characteristics of the following non-financial indicators
	+ quality
	+ customer satisfaction

**Task 10: Response (Week 13)** |
| 13–15 | **Management: Operations*** purpose 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 strengths, weaknesses, opportunities, threats (SWOT) analysis
	+ financial plan
	+ human resource management (HRM)

**Task 11: Business research (Weeks 14–15)** |