Sample Assessment Outline

Business Management and Enterprise

ATAR Year 11



**Acknowledgement of Country**

Kaya. The School Curriculum and Standards Authority (the Authority) acknowledges that our offices are on Whadjuk Noongar boodjar and that we deliver our services on the country of many traditional custodians and language groups throughout Western Australia. The Authority acknowledges the traditional custodians throughout Western Australia and their continuing connection to land, waters and community. We offer our respect to Elders past and present.

**Copyright**

© School Curriculum and Standards Authority, 2023

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 (the 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 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 4.0 International licence](https://creativecommons.org/licenses/by/4.0/).

**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. Teachers must exercise their professional judgement as to the appropriateness of any they may wish to use.

Sample assessment outline

Business Management and Enterprise – ATAR Year 11

Units 1 and 2

| **Assessment type** | **Assessment  type weighting** | Assessment task weighting | **When** | **Assessment task** |
| --- | --- | --- | --- | --- |
| Business research | 30% | 12% | Semester 1  Weeks 3–4 | **Task 1:** Research based on content drawn from: types of business ownership, impact of economic factors on business function, the concept of business public image, methods of raising business public image and the positive and negative impacts on business image of environmental issues  Part A: Evidence of research, including bibliography  Part B: In-class validation – a case study connected to the research |
| 18% | Semester 2  Weeks 14–15 | Task 7: Research based on content drawn from: business plans  Part A: Evidence of research, including bibliography  Part B: In-class validation – a case study connected to the research |
| Response | 40% | 10% | Semester 1  Week 8 | Task 2: Test based on content drawn from: key elements of a marketing plan, elements of the marketing mix, the use of customer profiling to determine customer needs, use of competitor profiling to determine competitor product range, prices and marketing strategies, use of technologies to facilitate promotional activities |
| 10% | Semester 1  Week 15 | Task 3: Test based on content drawn from: levels of management within a business and types and features of organisational structures, key elements and legal requirements of a contract, national employment standards for employment contracts and phases of the employment cycle |
| 10% | Semester 2  Week 4 | **Task 5:** Test based on content drawn from: key features of leadership styles, concepts of motivation and methods of rewards in business, financial and non-financial incentives for employees and motivation theories |
| 10% | Semester 2  Week 13 | **Task 6:** A case study or series of short questions completed in class based on content drawn from: the purpose and features of financial reports, function of KPIs and characteristics of financial and non-financial indicators |
| Examination | 30% | 12% | Semester 1  Week 16 | Task 4: Semester 1 examination – 2.5 hours using a modified examination design brief from the ATAR Year 12 syllabus  Section One: Short answer, 4–6 questions (70%)  Section Two: Extended answer, one question from a choice of two (30%) |
| 18% | Semester 2  Week 16 | Task 8: Semester 2 examination – 3 hours based on the design brief from the ATAR Year 12 syllabus  Section One: Short answer, 4–6 questions (60%)  Section Two: Extended answer, two questions from a choice of three (40%) |
| Total | 100% | 100% |  |  |