Sample Assessment Outline

Business Management and Enterprise

ATAR Year 11



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Sample assessment outline

Business Management and Enterprise – ATAR Year 11

Units 1 and 2

| **Assessment type** | **Assessment type weighting** | Assessment taskweighting | **When** | **Assessment task** |
| --- | --- | --- | --- | --- |
| Business research | 30% | 12% | Semester 1Weeks 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 issuesPart A: Evidence of research, including bibliographyPart B: In-class validation – a case study connected to the research |
| 18% | Semester 2Weeks 14–15 | Task 7: Research based on content drawn from: business plansPart A: Evidence of research, including bibliographyPart B: In-class validation – a case study connected to the research |
| Response | 40% | 10% | Semester 1Week 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 1Week 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 2Week 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 2Week 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 andnon-financial indicators |
| Examination | 30% | 12% | Semester 1Week 16 | Task 4: Semester 1 examination – 2.5 hours using a modified examination design brief from the ATAR Year 12 syllabusSection One: Short answer, 4–6 questions (70%) Section Two: Extended answer, one question from a choice of two (30%) |
| 18% | Semester 2Week 16 | Task 8: Semester 2 examination – 3 hours based on the design brief from the ATAR Year 12 syllabusSection One: Short answer, 4–6 questions (60%)Section Two: Extended answer, two questions from a choice of three (40%) |
| Total | 100% | 100% |  |  |