

Year 11 ATAR / Year 12 General Business Management and Enterprise

Sample Teaching/Learning Program Two

Unit 3 ATAR/ Unit 1 General SUCCESS AND PROSPERITY: Sample program

Themes

This unit is focused on marketing and business success and prosperity. There are four suggested themes, as follows:

- Rights of consumers and responsibilities of business
- Marketing for prosperity
- Importance of the external environment
- Interacting with the internal environment

THEME	OUTCOMES	UNIT CONTENT	LEARNING CONTEXTS	TEXT RESOURCES
RIGHTS OF CONSUMERS AND RESPONSIBILITIES OF BUSINESS	1, 2	<p>ENVIRONMENTS</p> <p>Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • types of business ownership in small to medium enterprises (SMEs) <ul style="list-style-type: none"> ○ sole traders ○ partnerships ○ small proprietary companies ○ not-for-profit organisations ○ franchises • Australian consumer law in relation to misleading and deceptive conduct in business marketing activity, including: <ul style="list-style-type: none"> ○ bait advertising ○ scientific claims ○ country of origin • consumer rights and protection, including: <ul style="list-style-type: none"> ○ product safety (Australian Standards) ○ guarantees, warranties and refunds ○ repair and replace • national employment standards for employment contracts, including: <ul style="list-style-type: none"> ○ minimum wage ○ minimum working conditions ○ unfair dismissal <p>MANAGEMENT</p> <p>Marketing</p> <ul style="list-style-type: none"> • 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 • strategies for managing customer relationships, including: <ul style="list-style-type: none"> ○ customer loyalty ○ early adopter incentive • the use of technologies to facilitate promotional activities, including: <ul style="list-style-type: none"> ○ internet ○ mobile devices 	State/ national businesses with a local presence.	Chapter 2. Activities: Page 20 Chapter 10. Examination Practice: Page 197-199 ACCC: www.scamwatch.gov.au and www.accc.gov.au Starting a small business: www.businesstown.com

THEME	OUTCOMES	UNIT CONTENT	LEARNING CONTEXTS	TEXT RESOURCES
MARKETING FOR PROSPERITY	1, 2, 3	<p>MANAGEMENT</p> <p>Marketing</p> <ul style="list-style-type: none"> • the concepts of market and marketing • differences between market size and market share • key elements of a marketing plan, including: <ul style="list-style-type: none"> ○ market position ○ competitor analysis ○ target market analysis ○ marketing goals ○ marketing strategy ○ marketing mix • characteristics of market segmentation, including: <ul style="list-style-type: none"> ○ demographic ○ geographic ○ psychographic (lifestyle and behaviour) • key features of the market research process, including: <ul style="list-style-type: none"> ○ collection of primary and secondary data ○ data analysis • the concept of the marketing mix • elements of the marketing mix <ul style="list-style-type: none"> ○ product <ul style="list-style-type: none"> ○ positioning ○ features ○ branding ○ packaging ○ price <ul style="list-style-type: none"> ○ skim ○ penetration ○ psychological ○ premium/prestige ○ place <ul style="list-style-type: none"> ○ direct distribution ○ indirect distribution ○ location ○ promotion <ul style="list-style-type: none"> ○ advertising ○ publicity ○ sales promotion ○ viral marketing ○ telemarketing ○ people (employees) <ul style="list-style-type: none"> ○ training and customer service as part of customer relationship management (CRM) ○ processes <ul style="list-style-type: none"> ○ procedures to deliver a service or product ○ physical presence of the business <ul style="list-style-type: none"> ○ signage ○ webpage ○ staff uniform ○ performance <ul style="list-style-type: none"> ○ evaluation of business marketing objectives using key performance indicators (KPIs), including: sales revenue, sales returns and customer satisfaction 	Features of successful marketing campaigns and how businesses succeed and prosper through methods such as expansion in products, market share or diversification and achievement of personal goals.	<p>Chapter 5. Activities: Page 53</p> <p>Chapter 6. Activities: Page 68</p> <p>Examination Practice: Page 199-201</p> <p>Marketing plans: www.business.vic.gov.au</p> <p>Four P's: www.marketingteacher.com</p>

THEME	OUTCOMES	UNIT CONTENT	LEARNING CONTEXTS	TEXT RESOURCES
IMPORTANCE OF THE EXTERNAL ENVIRONMENT	2, 3	<p>ENVIRONMENTS</p> <p>Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • key elements of a contract <ul style="list-style-type: none"> ○ intention ○ agreement (offer and acceptance) ○ consideration • legal requirements of contracts, including: <ul style="list-style-type: none"> ○ capacity ○ consent ○ legal purpose • impact of economic factors on business function, including: <ul style="list-style-type: none"> ○ inflation ○ interest rates ○ availability of skilled and unskilled labour ○ unemployment rates • the concept of business public image • methods of raising business public image, including: <ul style="list-style-type: none"> ○ corporate sponsorship ○ donations • positive and negative impacts on business image of environmental issues, including: <ul style="list-style-type: none"> ○ climate change ○ pollution ○ energy use ○ animal testing 	Corporate Social Responsibility.	<p>Chapter 2.</p> <p>Chapter 3.</p> <p>Activities: Page 28</p> <p>Chapter 4.</p> <p>Activities: Page 35</p> <p>Examination Practice: Page 197-199</p> <p>Leadership: www.valuebasedmanagement.net</p> <p>CSR and legal essentials for business: http://www.business.gov.au</p>
INTERACTING WITH THE INTERNAL ENVIRONMENT	1, 2, 3	<p>MANAGEMENT</p> <p>Operations</p> <ul style="list-style-type: none"> • levels of management within a business <ul style="list-style-type: none"> ○ top ○ middle ○ frontline • types of organisational structures, including: <ul style="list-style-type: none"> ○ functional ○ product ○ divisional ○ team • features of organisational structures, including: <ul style="list-style-type: none"> ○ chain of command ○ span of control ○ delegation <p>People</p> <ul style="list-style-type: none"> • phases of the employment cycle <ul style="list-style-type: none"> ○ acquisition <ul style="list-style-type: none"> ○ staffing needs ○ selection and recruitment ○ development <ul style="list-style-type: none"> ○ induction ○ training ○ maintenance <ul style="list-style-type: none"> ○ agreements ○ contracts ○ performance management ○ separation <ul style="list-style-type: none"> ○ retirement 	Marketing and business success and prosperity.	<p>Chapter 8.</p> <p>Activities: Page 98</p> <p>Chapter 9.</p> <p>Activities: Page 117</p> <p>Examination Practice: Page 199-204</p> <p>Creative and lateral thinking: www.mindtools.com</p>

THEME	OUTCOMES	UNIT CONTENT	LEARNING CONTEXTS	TEXT RESOURCES
		<ul style="list-style-type: none"> ○ resignation ○ retrenchment ○ dismissal 		

Unit 4 ATAR/ Unit 2 General BUILDING BUSINESS: Sample program

Themes

This unit is focused on contexts related to building business. There are four suggested themes, as follows:

- Planning for success
- Management and motivation
- Engaging with stakeholders
- A unique business identity

THEME	OUTCOMES	UNIT CONTENT	LEARNING CONTEXTS	TEXT RESOURCES
PLANNING FOR SUCCESS	1, 2	<p>MANAGEMENT</p> <p>Operations</p> <ul style="list-style-type: none"> • purpose and intent of a business plan • key elements and structure of a business plan, including: <ul style="list-style-type: none"> ○ executive summary ○ vision statement ○ mission statement ○ business concept ○ operations strategy ○ marketing plan, including SWOT (strengths, weaknesses, opportunities, threats) analysis ○ financial plan ○ human resource management (HRM) • purpose and features of the following financial reports: <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ profitability ○ cost reduction ○ sales • characteristics of the following non-financial indicators <ul style="list-style-type: none"> ○ quality ○ customer satisfaction 	How a business might be started, managed and possibly expanded.	Chapter 14. Activities: Page 161 Chapter 15. Activities: Page 173 Examination Practice: Page 208-211

THEME	OUTCOMES	UNIT CONTENT	LEARNING CONTEXTS	TEXT RESOURCES
MANAGEMENT AND MOTIVATION	1, 2	<p>PEOPLE</p> <ul style="list-style-type: none"> • key features of the following management styles: <ul style="list-style-type: none"> ○ autocratic – Taylor ○ participative – Elton Mayo ○ contingency • characteristics of the following motivation theories: <ul style="list-style-type: none"> ○ Maslow’s Hierarchy of Needs ○ Herzberg’s Motivation-Hygiene Theory ○ Vroom’s Expectancy Theory ○ Adams’ Equity Theory • the concept of motivation in business, including methods of reward, benefits and penalties • financial incentives for employees, including: <ul style="list-style-type: none"> ○ sales bonuses ○ shares schemes • non-financial incentives for employees, including: <ul style="list-style-type: none"> ○ skill improvement training ○ recognition and reward 	How a business might be managed and led. Human resource motivation theories and issues.	Chapter 16 Activities: Page 185 Chapter 17 Activities: Page 196 Examination Practice: Page 211-213
ENGAGING WITH YOUR STAKEHOLDERS	3, 4	<p>ENVIRONMENTS</p> <p>Political and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> • factors that influence spending patterns of small to medium sized enterprises (SME) and consumers, including: <ul style="list-style-type: none"> ○ 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: <ul style="list-style-type: none"> ○ alcohol ○ tobacco ○ fast food • intent and purpose of the <i>Equal Employment Opportunity (EEO) Act 1987</i> <ul style="list-style-type: none"> ○ responsibility of an employer within the <i>EEO Act</i> ○ responsibility of an employee within the <i>EEO Act</i> • intent and purpose of the <i>Occupational Safety and Health (OSH) Act 1984 (WA)</i> <ul style="list-style-type: none"> ○ responsibility of an employer within the <i>OSH Act</i> ○ responsibility of an employee within the <i>OSH Act</i> • influence of government policy on the following: <ul style="list-style-type: none"> ○ product labelling ○ trading hours ○ advertising practices to children 	Business issues Providing for staff Government influences	Chapter 10. Activities: Page 124 Chapter 11. Activities: Page 132 Examination Practice: Page 205-207

THEME	OUTCOMES	UNIT CONTENT	LEARNING CONTEXTS	TEXT RESOURCES
A UNIQUE BUSINESS IDENTITY	1, 2, 3, 4	<p>ENVIRONMENTS</p> <ul style="list-style-type: none"> the concept of intellectual property (IP) purpose of IP laws in Australia types of intellectual property registrations, including: <ul style="list-style-type: none"> patents domain names trademarks designs process for Australian IP registration <p>MANAGEMENT</p> <p>Marketing</p> <ul style="list-style-type: none"> features and purposes of a marketing strategy stages of the product lifecycle <ul style="list-style-type: none"> development growth saturation decline applying marketing strategies for each stage of the product lifecycle 	Protecting intellectual property. Product lifecycle development.	Chapter 12. Activities: Page 139 Chapter 13 Activities: Page 148 Sample examination questions: Page 205-211