

Year 11 ATAR / Year 12 General Business Management and Enterprise

Sample Teaching/Learning Program One

Themes

The Units each have a particular focus.

- Unit 1 (11ATAR) or Unit 3 (12 GEN) - The focus is success in business at a national level and exploring what it takes to be successful beyond the initial start-up stage.
- Unit 2 (11 ATAR) or Unit 4 (12 GEN) - The focus is business growth and the challenges faced by business expanding at a national level.

Learning contexts

The learning contexts for each Unit are representative examples, and other contexts may be chosen. After the context or contexts are selected, relevant Unit content is used from within the text.

Course outcomes

Outcome 1: Business concepts

Students understand the concepts, structures and factors underpinning business performance.

In achieving this outcome, students:

- understand marketing
- understand how leadership and management function
- understand how organisational practices, procedures and structures function.

Outcome 2: Business in society

Students understand the interrelationships between business and society.

In achieving this outcome, students:

- understand the impact of beliefs and values on business activity
- understand the impact of economic environments, government policies and legal requirements on business activity
- understand the impact of technologies on business activity.

Outcome 3: Innovation and operations

Students demonstrate knowledge, skills and processes required to manage business operations.

In achieving this outcome, students:

- apply business skills, tools and processes
- process and translate information required for effective business operations
- demonstrate interpersonal skills required for effective business operations
- investigate and evaluate innovative and enterprising opportunities.

Teaching/Learning Program

THEME	OUTCOMES	TOPIC	UNIT CONTENT	TEXT REFERENCE
One	1	Business ownership	<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 	Page 1-5 Activities: Page 6
	2, 3	The legal framework of business	<ul style="list-style-type: none"> 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 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 	Page 7-19 Activities: Page 20
	1	Economic impact on business	<ul style="list-style-type: none"> 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 	Page 23-27 Activities: Page 28
	2	Corporate and social responsibility	<ul style="list-style-type: none"> 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 	Page 29-34 Activities: Page 35
	5	Environments Examination and Externally Set Task		

THEME	OUTCOMES	TOPIC	UNIT CONTENT	TEXT REFERENCE
Two	2, 3	Understanding your market	<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) • the concept of market research • key features of the market research process, including: <ul style="list-style-type: none"> ▪ collection of primary and secondary data ▪ data analysis 	Page 37-52 Activities: Page 53
	1	The marketing mix	<ul style="list-style-type: none"> • 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 • the use of technologies to facilitate promotional activities, including: <ul style="list-style-type: none"> ▪ internet ▪ mobile devices 	Page 55-67 Activities: Page 68

THEME	OUTCOMES	TOPIC	UNIT CONTENT	TEXT REFERENCE
	2	Customers and competitors	<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 	Page 71-84 Activities: Page 85
	3	Organisational structures	<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 	Page 87-97 Activities: Page 98
	10	Management Examination and Externally Set Task		Page 199-201 Marking Guide has suggested responses.
Three	2, 3	The employment cycle	<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 ○ resignation ○ retrenchment ○ dismissal 	Page 101-116 Activities: Page 117
	12	People Examination and Externally Set Task		Page 202-204 Marking Guide has suggested responses.

THEME	OUTCOMES	TOPIC	UNIT CONTENT	TEXT REFERENCE
Four	2	Business in society	<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 	Page 119-123 Activities: Page 124
	1, 3	The legal framework of business	<ul style="list-style-type: none"> • 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 	Page 125-131 Activities: Page 132
	1, 3	Protecting intellectual property	<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 	Page 135-138 Activities: Page 139
	16	Environments Examination and Externally Set Task		Page 205-207 Marking Guide has suggested responses.
Five	1, 2	Marketing strategy	<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 • 	Page 141-146 Activities: Page 148

THEME	OUTCOMES	TOPIC	UNIT CONTENT	TEXT REFERENCE
	3	Business plans	<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) 	Page 151-160 Activities: Page 161
	3	Monitoring operations	<ul style="list-style-type: none"> • 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 	Page 163-172 Activities: Page 173
	20	Management Examination and Externally Set Task		Page 208-211 Marking Guide has suggested responses.
Six	2	Management styles	<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 	Page 177-184 Activities: Page 185
	2, 3	Employee motivation	<ul style="list-style-type: none"> • 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 	Page 187-195 Activities: Page 196
	23	People Examination and Externally Set Task		Page 211-213 Marking Guide has suggested responses.