

2024 Year 11 ATAR Business Management & Enterprise Assessment Outline by Task – Unit 1 and Unit 2

Task	Date	Assessment type	Weighting	Assessment task
1	Term 1 Week 3 or 4	Response	5%	Task 1: Test (Topics 1 & 2) covering consumers rights & protection, national employment standards, elements of contracts and legal requirements of contracts.
2	Term 1 Week 6 or 7	Response	5%	Task 2: Test (Topics 3, 4 & 5) covering public image, marketing plan, segmentation and research.
3	Term 2 Week 2	Business Research	20%	Task 3: Research & Validation – (Topic 6 The marketing mix)
4	Term 2 Week 4	Response	5%	Task 4: Test (Topics 7,8 & 9) covering organisational management & structures, types of business ownership, the employment cycle and economic factors.
5	Term 2 Week 6 TBC	Examination	15%	Task 5: Semester 1 examination – 2.5 hours using a modified examination design brief from the ATAR Year 11 syllabus Section One: Short answer, 4–6 questions Section Two: Extended answer, two questions from a choice of three
6	Term 2 Week 9	Response	5%	Task 6: Test (Topics 10 & 11) covering factors that influence spending patterns, issues with marketing and promotion, government policy, EEO and OSH Acts.
7	Term 3 Week 3	Response	5%	Task 7: Test (Topics 12 & 13) covering Intellectual Property (IP), marketing strategy and product lifecycle.
8	Term 3 Week 9	Business Research	20%	Task 8: Research, Business Plan & Validation – (Topic 14) business planning, financial reports, KPIs
9	Term 4 Week 3	Response	5%	Task 9: Test (Topic 15) covering motivation theories, financial and non-financial incentives.
10	Term 4 Week 6 TBC	Exam	15%	Task 10: Semester 2 examination –3 hours in Sem 2 based on the design brief from the ATAR Year 11 syllabus Section One: Short answer, 4–6 questions Section Two: Extended answer, three questions from a choice of four
			100%	

2024 Year 11 ATAR Business Management & Enterprise Assessment Outline by Type– Unit 1 and Unit 2

Assessment type	Assessment type weighting	Weighting	Date	Assessment task
Business Research	40%	20%	Term 2 Week 2	Task 3: Research & Validation – (Topic 6 The marketing mix)
		20%	Term 3 Week 9	Task 8: Research, Business Plan & Validation – (Topic 14) business planning, financial reports, KPIs
Response	30%	5%	Term 1 Week 3 or 4	Task 1: Test (Topics 1 & 2) covering consumers rights & protection, national employment standards, elements of contracts and legal requirements of contracts.
		5%	Term 1 Week 6 or 7	Task 2: Test (Topics 3, 4 & 5) covering public image, marketing plan, segmentation and research.
		5%	Term 2 Week 4	Task 4: Test (Topics 7,8 & 9) covering organisational management & structures, types of business ownership, the employment cycle and economic factors.
		5%	Term 2 Week 9	Task 6: Test (Topics 10 & 11) covering factors that influence spending patterns, issues with marketing and promotion, government policy, EEO and OSH Acts.
		5%	Term 3 Week 3	Task 7: Test (Topics 12 & 13) covering Intellectual Property (IP), marketing strategy and product lifecycle.
		5%	Term 4 Week 3	Task 9: Test (Topic 15) covering motivation theories, financial and non-financial incentives.
Examination	30%	15%	Term 2 Week 6 TBC	Task 5: Semester 1 examination – 2.5 hours using a modified examination design brief from the ATAR Year 11 syllabus Section One: Short answer, 4–6 questions (70%) Section Two: Extended answer, two questions from a choice of three (30%)
		15%	Term 4 Week 6 TBC	Task 10: Semester 2 examination – 2.5 hours in Sem 1 and 3 hours in Sem 2 based on the design brief from the ATAR Year 11 syllabus Section One: Short answer, 4–6 questions (60%) Section Two: Extended answer, two questions from a choice of three (40%)
Total	100%	100%		