

## 2024 Year 11 ATAR Business Management & Enterprise Unit Outline – Units 1 & 2

Term/ Weeks	Content	Assessment
<b>Term 1</b>		
Term 1 Weeks 1 - 2	<p><b>Topic 1 Environments</b></p> <p>Political and <b>legal</b>, economic, socio-cultural and technological (<b>PEST</b>) – CONSUMER LAW / STANDARDS OF EMPLOYMENT</p> <ul style="list-style-type: none"> <li>Australian <b>consumer law</b> in relation to <b>misleading and deceptive conduct</b> in business marketing activity, including:             <ul style="list-style-type: none"> <li>bait advertising</li> <li>scientific claims</li> <li>country of origin</li> </ul> </li> <li><b>consumer rights and protection</b>, including:             <ul style="list-style-type: none"> <li>product safety (Australian Standards)</li> <li>guarantees, warranties and refunds</li> <li>repair and replace</li> </ul> </li> </ul> <p><b>Textbook</b>            Pages 7-13            Revision Activities: Page 20</p>	<p><b>Task 1—Short Answer Response Test</b></p> <p>(Topics 1 &amp; 2)            Covering consumer rights &amp; protection, national employment standards, elements and legal requirements of contracts.  <b>Weighting 5%</b>  <b>End of Week 3 or early Week 4</b></p>
	<b>Topic 2</b>	

<p><b>Term 1 Weeks 3-4</b></p>	<p><b>Environments</b></p> <p><b>Political and legal, economic, socio-cultural and technological (PEST) – CONTRACT LAW</b></p> <ul style="list-style-type: none"> <li>national <b>employment standards for employment contracts</b>, including: <ul style="list-style-type: none"> <li>minimum wage</li> <li>minimum working conditions</li> <li>unfair dismissal</li> </ul> </li> <li>key <b>elements of a contract</b> <ul style="list-style-type: none"> <li>intention</li> <li>agreement (offer and acceptance)</li> <li>consideration</li> </ul> </li> <li><b>legal requirements</b> of contracts, including: <ul style="list-style-type: none"> <li>capacity</li> <li>consent</li> <li>legal purpose</li> </ul> </li> </ul> <p><b>Textbook</b> Pages 13-19 Revision Activities: Page 20</p>	
<p><b>Term 1 Week 5</b></p>	<p><b>Topic 3 Environments</b></p> <p><b>Political and legal, economic, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>the concept of business public image</li> <li>methods of raising business public image, including: <ul style="list-style-type: none"> <li>corporate sponsorship</li> <li>donations</li> </ul> </li> <li>positive and negative impacts on business image of environmental issues, including:</li> </ul>	<p><b>Task 2: Short Answer Response Test</b> (Topics 3, 4 &amp; 5) Covering public image, marketing plan, segmentation and research. <b>Weighting 5%</b> <b>Term 1 Week 6 or 7</b></p>

	<ul style="list-style-type: none"> <li>▪ climate change</li> <li>▪ pollution</li> <li>▪ energy use</li> <li>▪ animal testing</li> </ul>	
<b>Term 1</b> <b>Weeks 6-7</b>	<b>Topic 4</b> <b>Management</b> <b>Marketing 101</b> <ul style="list-style-type: none"> <li>• the concepts of <b>market and marketing</b></li> <li>• key <b>elements of a marketing plan</b>, including: <ul style="list-style-type: none"> <li>▪ market position</li> <li>▪ competitor analysis</li> <li>▪ target market analysis</li> <li>▪ marketing goals</li> <li>▪ marketing strategy</li> <li>▪ marketing mix</li> </ul> </li> </ul>	
<b>Term 1</b> <b>Weeks 7-8</b>	<b>Topic 5</b> <b>Management</b> <b>Marketing – “Segmentation &amp; Research” – consumer behaviour</b> <ul style="list-style-type: none"> <li>• differences between market size and market share</li> <li>• characteristics of <b>market segmentation</b>, including: <ul style="list-style-type: none"> <li>▪ demographic</li> <li>▪ geographic</li> <li>▪ psychographic (lifestyle and behaviour)</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>key features of the <b>market research process</b>, including: <ul style="list-style-type: none"> <li>collection of primary and secondary data</li> <li>data analysis</li> </ul> </li> </ul>	
<b>End of Term 1 and Beginning of Term 2</b>		
<p><b>Term 1</b> <b>Weeks 8 – 9</b></p> <p><b>Term 2</b> <b>Weeks 1-2</b></p>	<p><b>Topic 6</b> <b>Management</b> <b>Marketing</b></p> <ul style="list-style-type: none"> <li>the concept of the <b>marketing mix</b></li> <li><b>elements</b> of the marketing mix – <b>THE BIG 4!</b> <ul style="list-style-type: none"> <li><b>product</b> <ul style="list-style-type: none"> <li>positioning</li> <li>features</li> <li>branding</li> <li>packaging</li> </ul> </li> <li><b>price</b> <ul style="list-style-type: none"> <li>skim</li> <li>penetration</li> <li>psychological</li> <li>premium/prestige</li> </ul> </li> <li><b>place</b> <ul style="list-style-type: none"> <li>direct distribution</li> <li>indirect distribution</li> <li>location</li> </ul> </li> <li><b>promotion</b> <ul style="list-style-type: none"> <li>advertising</li> <li>publicity</li> <li>sales promotion</li> </ul> </li> </ul> </li> </ul>	<p><b>Task 3: Business Research*</b></p> <p>(Topic 6) Covering the marketing mix in longer-term research project. <b>*this will require holiday work</b> <b>Weighting 20%</b> <b>Term 2, Week 2</b></p>

	<ul style="list-style-type: none"> <li>o viral marketing</li> <li>o telemarketing</li> </ul> <p><b>“The rest of the marketing mix Ps”</b></p> <ul style="list-style-type: none"> <li>▪ <b>people (employees)</b> <ul style="list-style-type: none"> <li>o training and customer service as part of customer relationship management (CRM)</li> </ul> </li> <li>▪ <b>processes</b> <ul style="list-style-type: none"> <li>o procedures to deliver a service or product</li> </ul> </li> <li>▪ <b>physical presence</b> of the business <ul style="list-style-type: none"> <li>o signage</li> <li>o webpage</li> <li>o staff uniform</li> </ul> </li> <li>▪ <b>performance</b> <ul style="list-style-type: none"> <li>o evaluation of business marketing objectives using key performance indicators (KPIs), including: sales revenue, sales returns and customer satisfaction</li> </ul> </li> </ul>	
--	---	--

<b>Term 2 Week 2</b>	<p><b>Topic 7 Management Marketing</b></p> <ul style="list-style-type: none"> <li>• the use of <b>customer profiling</b> to determine customer needs and expectations</li> <li>• strategies for managing <b>customer relationships</b>, including: <ul style="list-style-type: none"> <li>▪ customer loyalty</li> <li>▪ early adopter incentive</li> </ul> </li> <li>• the use of <b>competitor profiling</b> to determine competitor product range, prices and marketing strategies</li> <li>• the <b>use of technologies</b> to facilitate promotional activities, including:</li> </ul>	<p><b>Task 4: Short Answer Response Test</b> (Topics 7,8 &amp; 9) Covering organisational management &amp; structures, types of business ownership, the employment cycle and economic factors. <b>Weighting 5%</b> <b>Term 2, Week 4</b></p>
--------------------------	--	--

	<ul style="list-style-type: none"> <li>▪ internet</li> <li>▪ mobile devices</li> </ul>	
<b>Term 2</b> <b>Weeks 2-3</b>	<b>Topic 8</b> <b>Management</b> <b>Operations</b> <ul style="list-style-type: none"> <li>• <b>levels of management</b> within a business <ul style="list-style-type: none"> <li>▪ top</li> <li>▪ middle</li> <li>▪ frontline</li> </ul> </li> <li>• <b>types of organisational structures</b>, including: <ul style="list-style-type: none"> <li>▪ functional</li> <li>▪ product</li> <li>▪ divisional</li> <li>▪ team</li> </ul> </li> <li>• <b>features of organisational structures</b>, including: <ul style="list-style-type: none"> <li>▪ chain of command</li> <li>▪ span of control</li> <li>▪ delegation</li> </ul> </li> </ul> <b>Environments</b> <b>Political and legal, economic, socio-cultural and technological (PEST) – LEGAL OWNERSHIP TYPES</b> <ul style="list-style-type: none"> <li>• types of business ownership in small to medium enterprises (SMEs) <ul style="list-style-type: none"> <li>▪ sole traders</li> <li>▪ partnerships</li> <li>▪ small proprietary companies</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>▪ not-for-profit organisations</li> <li>▪ franchises</li> </ul>	
<b>Term 2</b> <b>Weeks 3-4</b>	<p><b>Topic 9</b> <b>People</b></p> <ul style="list-style-type: none"> <li>• phases of the <b>employment cycle</b> <ul style="list-style-type: none"> <li>▪ acquisition <ul style="list-style-type: none"> <li>◦ staffing needs</li> <li>◦ selection and recruitment</li> </ul> </li> <li>▪ development <ul style="list-style-type: none"> <li>◦ induction</li> <li>◦ training</li> </ul> </li> <li>▪ maintenance <ul style="list-style-type: none"> <li>◦ agreements</li> <li>◦ contracts</li> <li>◦ performance management</li> </ul> </li> <li>▪ separation <ul style="list-style-type: none"> <li>◦ retirement</li> <li>◦ resignation</li> <li>◦ retrenchment</li> <li>◦ dismissal</li> </ul> </li> </ul> </li> </ul> <p><b>Environments</b></p> <p><b>Political and legal, <b>economic</b>, socio-cultural and technological (PEST)</b></p> <ul style="list-style-type: none"> <li>• impact of economic factors on business function, including: <ul style="list-style-type: none"> <li>▪ inflation</li> <li>▪ interest rates</li> <li>▪ availability of skilled and unskilled labour</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>▪ unemployment rates</li> </ul>	
<b>Term 2 Weeks 4-6</b>	<b>Unit Revision</b>	
<b>Term 2 Week 6 TBC</b>	<b>Semester 1 Exam</b>	<b>Task 5:</b> Semester 1 Examination Covering Unit 1 Content  <b>Weighting: 15%</b> <b>Term 2 Week 6 TBC</b>
<b>Term 2 Weeks 7-8</b>	<b>Topic 10 Environments</b> <b>Political and legal, economic, socio-cultural and technological (PEST)</b> <ul style="list-style-type: none"> <li>• <b>factors that influence spending patterns</b> of small to medium sized enterprises (SME) and consumers, including: <ul style="list-style-type: none"> <li>▪ the level of economic activity</li> <li>▪ prevailing community social norms, including attitudes to business public image and sustainability</li> </ul> </li> <li>• <b>issues</b> related to the marketing and promotion of the following products: <ul style="list-style-type: none"> <li>▪ alcohol</li> <li>▪ tobacco</li> <li>▪ fast food</li> </ul> </li> </ul> <b>Environments</b>	<b>Task 6: Short Answer Response Test</b>  (Topics 10 & 11) Covering factors that influence spending patterns, issues with marketing and promotion, government policy, EEO and OSH Acts.  <b>Weighting: 5%</b> <b>Term 2, Week 9</b>



	<p><b>Political</b> and legal, economic, socio-cultural and technological (PEST)</p> <ul style="list-style-type: none"> <li>influence of <b>government policy</b> on the following: <ul style="list-style-type: none"> <li>product labelling</li> <li>trading hours</li> <li>advertising practices to children</li> </ul> </li> </ul>	
<b>Term 2</b> <b>Weeks 8-9</b>	<p><b>Topic 11</b>  <b>Environments</b></p> <p>Political and <b>legal, economic, socio-cultural and technological</b> (PEST)</p> <ul style="list-style-type: none"> <li>Intent and purpose of the Equal Opportunity Act 1984 (WA)</li> <li>Employee protections at work as provided by the <i>Fair Work Act 2009</i></li> <li>Intent and purpose of the Occupational Safety and Health (OSH) Act 1984 (WA) <ul style="list-style-type: none"> <li>Responsibility of an employer within the OSH Act</li> <li>Responsibility of an employee within the OSH Act</li> </ul> </li> </ul>	
<b>Term 3</b>		
<b>Term 3</b> <b>Weeks 1-2</b>	<p><b>Topic 12</b>  <b>Environments</b></p> <p>Political and <b>legal, economic, socio-cultural and technological</b> (PEST)</p> <ul style="list-style-type: none"> <li>the concept of intellectual property (IP)</li> <li>purpose of IP laws in Australia</li> <li><b>types of</b> intellectual property registrations, including: <ul style="list-style-type: none"> <li>patents</li> <li>trademarks (including domain names)</li> <li>designs</li> </ul> </li> <li><b>process</b> for Australian IP registration</li> </ul>	<p><b>Task 7: Short Answer Response Test</b></p> <p>(Topics 12 &amp; 13)  Covering Intellectual Property (IP), marketing strategy and product lifecycle.  <b>Weighting: 5%</b>  <b>Term 3, Week 3</b></p>

<b>Term 3</b> <b>Weeks 4-8</b>	<b>Topic 14</b> <b>Management</b> <b>Operations – “Business Plan”</b> <ul style="list-style-type: none"> <li>• purpose and intent of a <b>business plan</b></li> <li>• <b>key elements and structure</b> of a business plan, including: <ul style="list-style-type: none"> <li>▪ executive summary</li> <li>▪ vision statement</li> <li>▪ mission statement</li> <li>▪ business concept</li> <li>▪ operations strategy</li> <li>▪ marketing plan, including SWOT (strengths, weaknesses, opportunities, threats) analysis</li> <li>▪ financial plan</li> <li>▪ human resource management (HRM)</li> </ul> </li> </ul> <b>Operations – Financial Reports</b> <ul style="list-style-type: none"> <li>• <b>purpose and features</b> of the following financial reports: <ul style="list-style-type: none"> <li>▪ a budget</li> <li>▪ a balance sheet (statement of financial position)</li> <li>▪ a profit and loss statement</li> </ul> </li> </ul> <b>Operations – KPI’s</b> <ul style="list-style-type: none"> <li>• function of <b>key performance indicators (KPIs)</b></li> <li>• characteristics of the following <b>financial indicators</b> <ul style="list-style-type: none"> <li>▪ profitability</li> <li>▪ cost reduction</li> <li>▪ sales</li> </ul> </li> <li>• characteristics of the following <b>non-financial indicators</b> <ul style="list-style-type: none"> <li>▪ quality</li> <li>▪ customer satisfaction</li> </ul> </li> </ul>	<b>Task 8:</b> Research, Business Plan & Validation  (Topic 14) Covering longer-term research of business planning, financial reports, KPIs. <b>Weighting 20%</b> <b>Term 3, Week 9</b>

End of Term 3 and Beginning of Term 4		
Term 3 Weeks 9-10	<b>Topic 15 People</b> <ul style="list-style-type: none"> <li>key features of the following <b>leadership styles</b>: <ul style="list-style-type: none"> <li>autocratic</li> <li>participative</li> <li>situational</li> </ul> </li> </ul>	<b>Task 9: Short Answer Response Test</b>  (Topic 15) Covering motivation theories, financial and non-financial incentives.  <b>Weighting: 5%</b> <b>Term 4, Week 3</b>
Term 4 Week 1	<b>People</b> <ul style="list-style-type: none"> <li>characteristics of the following <b>motivation theories</b>: <ul style="list-style-type: none"> <li>Maslow's Hierarchy of Needs</li> <li>Herzberg's Motivation-Hygiene Theory</li> <li>Vroom's Expectancy Theory</li> <li>Adams' Equity Theory</li> </ul> </li> <li>the <b>concept of motivation</b> in business, including methods of reward, benefits and penalties</li> <li><b>financial incentives</b> for employees, including: <ul style="list-style-type: none"> <li>sales bonuses</li> <li>shares schemes</li> </ul> </li> <li><b>non-financial incentives</b> for employees, including: <ul style="list-style-type: none"> <li>skill improvement training</li> <li>recognition and reward</li> </ul> </li> </ul>	
Term 4 Weeks 2-4	<b>Units 1 &amp; 2 Revision for Semester 2 Exam</b>	
Term 4 Week 5 or 6 TBC	<b>Semester 2 Exams</b>	<b>Task 10:</b> Semester 2 Examination Covering Units 1&2  <b>Weighting: 15%</b> <b>Term 4 6 TBC</b>

