SAMPLE COURSE OUTLINE

BUSINESS MANAGEMENT AND ENTERPRISE
ATAR YEAR 12
## Sample course outline

### Business Management and Enterprise – ATAR Year 12

#### Semester 1 – Unit 3

<table>
<thead>
<tr>
<th>Week</th>
<th>Key teaching points</th>
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</thead>
</table>
| 1–4  | Overview of the syllabus, expectations and assessment outline  
**Environments: Political and legal, economic, socio-cultural and technological (PEST)**  
- factors driving global business development, including:  
  - financial growth opportunities and/or loss minimisation  
  - consumer purchasing and spending patterns  
  - World Trade Organisation (WTO) regulations and sanctions  
  - deregulation of the financial market  
- analysis of the impact of globalisation on:  
  - employment levels in developing countries and in developed countries  
  - global spread of skills and technology  
  - international cooperation  
  - domestic market  
  - tax minimisation – tax havens and transfer pricing  
- benefits of home grown/developed products  
- role of ethics in global business decisions, including:  
  - environmental responsibility  
  - outsourcing  
  - the use of offshore labour |
| 5–6  | **Environments: Political and legal, economic, socio-cultural and technological (PEST)**  
- host country and home government incentives for international trade, including:  
  - grants  
  - taxation  
- features and role of free trade agreements (FTA), including:  
  - ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA)  
  - Australia New Zealand Closer Economic Relations Trade Agreement (ANZCERTA)  
- benefits and challenges to Australian-owned businesses as a result of FTAs  
- the role of e-commerce in a global environment |
| 7–8  | **Management: Marketing**  
- benefits to a business of having a global brand  
- factors that determine the feasibility of expanding into a foreign market, including:  
  - level of demand by consumers  
  - consumption patterns  
  - competitor activity  
- standardisation or adaptation when applying elements of the marketing mix to global brands  
  - corporate slogan  
  - product name  
  - product features  
  - positioning |
| 9–10 | **Management: Operations**  
- rationale for and benefits of global strategic alliances  
  - outsourcing  
  - acquisition  
  - mergers  
  - joint ventures  
  - franchising |
<table>
<thead>
<tr>
<th>Week</th>
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<tbody>
<tr>
<td></td>
<td>sources of financial risk in export markets, including:</td>
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<td>- currency fluctuations</td>
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<td>- non-payment of monies</td>
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<td>strategies for minimising financial risk in export markets, including:</td>
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<td>- documentation</td>
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<td>- insurance</td>
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<td>- hedging</td>
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<td>11–12</td>
<td>Management: Operations</td>
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<td>- role and benefits of innovation in improving products, processes and services</td>
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<td>- the benefits of innovation for business, including:</td>
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<td>- financial gain</td>
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<td>- expansion of global market presence</td>
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<td>- increased market share</td>
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<td>- factors that impact on the success of innovation</td>
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<td>- timing</td>
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<td>- cost</td>
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<td>- marketing strategy</td>
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<td>- technology</td>
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<td>13–15</td>
<td>People</td>
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<td>- internal and external factors that drive change in a global environment</td>
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<td>- reasons for resistance to change, including:</td>
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<td>- financial costs</td>
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<td>- managerial inertia</td>
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<td>- cultural incompatibility in mergers/takeovers</td>
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<td>- staff attitude</td>
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<td>- preparing people for change, including:</td>
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<td>- Lewin’s Forcefield Analysis model</td>
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<td>- Kotter’s 8 Steps change management model</td>
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<td>- managing diversity as a strategy for business growth</td>
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<td>16</td>
<td>Semester 1 Examination</td>
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### Semester 2 – Unit 4

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<tr>
<th>Week</th>
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| 1–4  | Overview of the syllabus, expectations and assessment outline  
**Environments: Political and legal, economic, socio-cultural and technological (PEST)**  
- analysis of the impact of cultural considerations on global business practice, including:  
  ▪ levels of education  
  ▪ customs  
  ▪ holidays and celebrations  
  ▪ religious beliefs  
  ▪ business etiquette  
  ▪ communication protocols  
- ethical practice in a global business, including:  
  ▪ minimum standards of labour by the International Labour Organisation (ILO), including the use of child labour  
  ▪ the role of corporate social responsibility  
  ▪ environmental sustainability  
- economic factors which impact on business operations in the global market, including:  
  ▪ economic activity  
  ▪ discretionary spending  
  ▪ interest rates  
  ▪ currency fluctuations  
- political factors which impact on business operation in global markets, including:  
  ▪ stability of foreign governments  
  ▪ relationship of foreign governments with the Australian Government  
- impact of legal systems on business operation in global markets  
  ▪ differences regarding competition regulation  
  - patent registrations  
  - product liability  
| 5    | **Environments: Political and legal, economic, socio-cultural and technological (PEST)**  
- impact of technology on business operation in global markets, including:  
  ▪ technology that assists business in the expansion into global markets  
  ▪ e-commerce, security and privacy issues  
**Management: Marketing**  
- use of technology in global markets, including:  
  ▪ distribution of products  
  ▪ e-commerce  
  ▪ social media campaigns  
| 6–7  | **Environments: Political and legal, economic, socio-cultural and technological (PEST)**  
- types of financial institutions, including:  
  ▪ banks  
  ▪ finance companies  
- sources of internal funding, including:  
  ▪ retained profits  
- sources of external funding, including:  
  ▪ debentures  
  ▪ share capital  
  ▪ trade credit  
  ▪ venture capital  
  ▪ secured loans  
  ▪ financial institutions  
  ▪ government |
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| 8–10 | **Management: Strategic management**  
|      | • purpose and intent of the strategic planning process  
|      | • key features of strategic plans:  
|      |   ▪ mission and objectives  
|      |   ▪ environmental scan  
|      |     o PEST  
|      |     o Porter’s Five Forces  
|      |     o Strengths, Weaknesses, Opportunities, Threats (SWOT) strategies  
|      | • strategic formulation  
|      | • strategic implementation  
|      | • evaluation and control |
|      | **Management: Operations**  
|      | • purpose of production management systems  
|      | • features of product development  
|      | • features of quality management  
|      |   ▪ control  
|      |   ▪ assurance  
|      |   ▪ improvement  
|      | • inventory control techniques  
|      |     ▪ just-in-time  
|      |     ▪ just-in-case  
|      | • purpose, features and interpretation of the following basic financial ratios:  
|      |   ▪ liquidity  
|      |     o current ratio  
|      |     ▪ formula: \[
|      |     \text{current assets} \quad \text{current liabilities}
|      |   ▪ profitability  
|      |     o gross profit ratio  
|      |     ▪ formula: \[
|      |     \text{gross profit} \quad \text{net sales}
|      |     o profit ratio  
|      |     ▪ formula: \[
|      |     \text{profit} \quad \text{net sales}
|      |     o expense ratio  
|      |     ▪ formula: \[
|      |     \text{operating expenses} \quad \text{net sales}
|      |     o return on equity ratio  
|      |     ▪ formula: \[
|      |     \text{profit} \quad \text{equity at end}
|      |   ▪ stability  
|      |     o debt to equity ratio  
|      |     ▪ formula: \[
|      |     \text{total liabilities} \quad \text{total equity}  

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| 14–15 | **People**  
- adapting leadership styles in a cross-cultural setting, including:  
  - autocratic  
  - participative  
  - situational  
- leadership traits needed in a cross-cultural setting, including:  
  - skilled communicator  
  - socially aware  
  - skilled decision maker  
  - future thinker  
  - self-discipline  
  - responsible  
  - motivational |
| 16 | Semester 2 Examination |