



Unit 1 Business Management

Course outline and timeline

2016- 2017

| Orientation week | Topic |
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| Term 4 Week9 4/12/2017 - 8/12/2017 | <ul style="list-style-type: none"> • Study design & School Assessed Coursework • Resources • Holiday homework • Google Docs |

2018

| Week | Area of study/Key knowledge |
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| Term 1 Week 1 30/01/2018 - 2/02/2018 | Area of Study 1: 'The business Idea' <ul style="list-style-type: none"> • Sources of business opportunity • The personal motivation behind starting a business |
| Week 2 5/02/2018 - 9/02/2018 | Area of Study 1: 'The business Idea' (continued) <ul style="list-style-type: none"> • The importance of goal setting in business • The characteristics of successful business managers and business entrepreneurs and how they contribute to business success |
| Week 3 12/02/2018 - 16/02/2018 House Swimming 14 Feb. | Area of Study 1: 'The business Idea' (continued) <ul style="list-style-type: none"> • The importance of concept development • The relationship between business opportunities and business concept development • Market research and initial feasibility studies |
| Week 4 19/02/2018 - 23/02/2018 | Area of Study 1: 'The business Idea' (continued) <ul style="list-style-type: none"> • The contribution that businesses make to the economic and social wellbeing of a nation • The methods by which a culture of business innovation and entrepreneurship may be fostered in a nation |
| Week 5 26/02/2018 - 2/03/2018 | Area of Study 2: 'External environment' <i>Macro factors affecting business planning:</i> <ul style="list-style-type: none"> • An overview of key legal and government regulations affecting a business in the planning stage • Societal attitudes and behaviour • Economic conditions |
| Week 6 5/03/2018 - 9/03/2018 | Area of Study 2: 'External environment' (continued) <i>Macro factors affecting business planning (cont.):</i> <ul style="list-style-type: none"> • Technological issues • Global issues |
| Week 7 12/03/2018 - 16/03/2018 Labour Day 12 Mar. | Area of Study 2: 'External environment' (continued) <i>Macro factors affecting business planning:</i> <ul style="list-style-type: none"> • Corporate social responsibility issues <i>Operating factors that affect business planning:</i> <ul style="list-style-type: none"> • Customer needs and expectations |
| Week 8 19/03/2018 - 23/03/2018 House Athletics 20 Mar. | Area of Study 2: 'External environment' (continued) <i>Operating factors that affect business planning (cont.):</i> <ul style="list-style-type: none"> • Competitors' behaviour • Suppliers and the supply chain |
| Week 9 26/03/2018 - 29/03/2018 7-12 Parent Teacher Interviews 28 Mar. Good Friday | Area of Study 2: 'External environment' (continued) <i>Operating factors that affect business planning (cont.):</i> <ul style="list-style-type: none"> • Special interest groups such as environmental lobby groups, business associations and unions |
| 2/04/2018 - 14/04/2018 Term 1 break | |



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| Term 2 Week 10 16/04/2018 - 20/04/2018 | Area of Study 3: 'Internal 'environment' <i>Internal factors affecting business planning:</i> <ul style="list-style-type: none"> • Business resource needs and the factors affecting their choice: natural, labour and capital resources • Business locations and the factors affecting choice of location • Sources of finance available to establish a business and the factors affecting choice |
| Week 11 23/04/2018 - 27/04/2018 Anzac Day 25 Apr. | Area of Study 3: 'Internal 'environment' (continued) <i>Internal factors affecting business planning (cont.):</i> <ul style="list-style-type: none"> • Costs and benefits of purchasing an existing business compared with establishing a new business • Types of legal business structures and the factors affecting choice of business structure |
| Week 12 30/04/2018 - 4/05/2018 Elevate 30th April | Area of Study 3: 'Internal 'environment' (continued) <ul style="list-style-type: none"> • Types of business models |
| Week 13 7/05/2018 - 11/05/2018 | Area of Study 3: 'Internal 'environment' (continued) <ul style="list-style-type: none"> • Business support services • Planning tools such as a SWOT analysis |
| Week 14 14/05/2018 - 18/05/2018 | Area of Study 3: 'Internal 'environment' (continued) <ul style="list-style-type: none"> • Features and construction of business plans and the benefits of using them |
| Week 15 21/05/2018 - 25/05/2018 | Area of Study 3: 'Internal 'environment' (continued) <ul style="list-style-type: none"> • Corporate social responsibility management issues regarding business planning |
| Week 16 28/05/2018 - 1/06/2018 | Catch-up week Exam revision |
| Week 17 4/06/2018 - 8/06/2018 | Exam revision Year 11 exams |
| Week 18 11/06/2018 - 15/06/2018 Queen's Birthday 11 Jun. Report Writing Day 15 Jun. | Year 11 exams GAT (Wednesday 13 June) |
| Week 19 18/06/2018 - 22/06/2018 | Introduction to VCE Business Management Unit 2 |
| Week 20 25/06/2018 - 29/06/2018 | |
| 2/07/2018 - 15/07/2018 | Term 2 break |



Unit 2 Business Management Course outline and timeline

| Week & Date | Area of study & Key knowledge |
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| Week 1 18/06/2018 - 22/06/2018 Year 10 Work Experience All week | Introduction to VCE Business Management Unit 2 Outcome 1 'Explain the importance when establishing a business of complying with legal requirements and financial record-keeping and establishing effective policies and procedures.' |
| Week 2 25/06/2018 - 29/06/2018 Fit to Drive 23 Jun. | Area of Study 1: 'Legal requirements and financial considerations' <ul style="list-style-type: none"> An overview of legal requirements for establishing a business such as registering the business name, registering a website domain, trade practices legislation, business tax compliance and work safe insurance. The need for policies and procedures to achieve compliance with legal requirements and establish business routines |
| 2/07/2018 - 15/07/2018 | Term 2 break |
| Term 3 Week 3 16/07/2018 - 20/07/2018 | <ul style="list-style-type: none"> The importance of establishing bank accounts, financial control systems and record-keeping strategies The importance of choosing appropriate suppliers including the benefits and limitations of suppliers which meet the corporate social objectives of the business Technological and global issues which may affect decision-making when establishing a business, such as generating customer databases and contacts with overseas suppliers and retailers |
| Week 4 23/07/2018 - 27/07/2018 | <ul style="list-style-type: none"> Prepare for 'Plan it, Dream it' Pitch it!' competition |
| Week 5 30/07/2018 - 3/08/2018 'Dream it, Plan it, Pitch it' Competition | Outcome 2 'Explain the importance of establishing a customer base and a marketing presence to achieve the objectives of the business, analyse effective marketing and public relations strategies and apply these strategies to business-related case studies.' Area of Study 2: 'Marketing a business' <ul style="list-style-type: none"> The relationship between marketing, establishing a customer base and business objectives External (macro and operating) factors and internal environment factors affecting the establishment of a customer base and brand identity Market research practices such as data collection techniques, analysis and interpretation |
| Week 6 6/08/2018 - 10/08/2018 Cosi Performance | <ul style="list-style-type: none"> Target market attributes such as market dimensions, segments, consumer trends and behaviour The 7Ps model of marketing: product, price, place, promotion, people, physical evidence and process The product (P1) life cycle: introduction, growth, maturity, decline, extension, and the relationship between each of these stages and the choice of marketing strategy |
| Week 7 13/08/2018 - 17/08/2018 | <ul style="list-style-type: none"> The 7Ps model of marketing <i>continued</i>, i.e. price (P2), place (P3), promotion (P4), people (P5), physical evidence (P6) and process (P7) |
| Week 8 20/08/2018 - 24/08/2018 | <ul style="list-style-type: none"> The features and value of customer relations strategies such as providing quality customer service and establishing customer loyalty programs Corporate social responsibility management issues regarding establishing a customer base, such as green marketing |
| Week 9 27/08/2018 - 31/08/2018 | <ul style="list-style-type: none"> An overview of public relations and its relationship to business objectives Public relations strategies such as planned and crisis public relations, the importance of maintaining a positive relationship with the customer base and the implications if this relationship is not maintained |



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| Week 10 3/09/2018 - 7/09/2018 | Outcome 3 'Discuss the staffing needs for a business and evaluate the benefits and limitations of management strategies in this area from both an employer and employee perspective.' Area of Study 3: 'Staffing a business' <ul style="list-style-type: none"> • The relationship between the performance of staff and achieving business objectives • Identification of staffing needs of the business such as the knowledge, skills and ideas staff can contribute to the business • The effects that developments in technology may have on staffing needs |
| Week 11 10/09/2018 - 14/09/2018 | <ul style="list-style-type: none"> • Job analysis and its relationship to job design and related documentation, job descriptions and job specifications • Recruitment methods and the advantages and disadvantages of each method: <ul style="list-style-type: none"> – internal such as intranet and word-of-mouth – external such as websites, online recruitment agencies, social media |
| Week 12 17/09/2018 - 21/09/2018 | <ul style="list-style-type: none"> • Selection methods such as interview, psychological testing, work testing, online selection, and the advantages and disadvantages of each • Employment arrangements such as full-time, part-time, contractual and casual |
| 24/09/2018 - 7/10/2018 | Term 3 break |
| Term 4 Week 13 8/10/2018 - 12/10/2018 | <ul style="list-style-type: none"> • Employer expectations such as contracts of employment, business loyalty and terms of notice • Employee expectations such as conditions of employment, remuneration, job security and work-life balance • Legal obligations for staffing such as occupation health and safety (OHS) and agencies such as ... the Workplace Gender Equality Agency. |
| Week 14 15/10/2018 - 19/10/2018 | <ul style="list-style-type: none"> • The purpose and common methods of employee induction • Global issues such as overseas recruitment • Corporate social responsibility management issues regarding establishing the staffing of a business |
| Week 15 22/10/2018 - 26/10/2018 | Catch-up week |
| Week 16 29/10/2018 - 2/11/2018 | Revision |
| Week 17 5/11/2018 - 9/11/2018 | Revision |
| Week 18 12/11/2018 - 16/11/2018 Cup Day: 7 Nov. | Examinations |
| Week 19 16/11/2018 - 20/11/2018 | Examinations |