



## Unit 1 Business Management

### Course outline and timeline

#### 2016

Orientation week	Topic
<b>Term 4</b> Week9 29 Nov. – 1 Dec.	<ul style="list-style-type: none"> <li>• Study design</li> <li>• School Assessed Coursework</li> <li>• Resources</li> <li>• Holiday homework</li> <li>• Edmodo (group code: haahgm)</li> </ul>

#### 2017

Week	Area of study/Key knowledge
<b>Term 1</b> Week 1 31 Jan. – 3 Feb.	<b>Area of Study 1: 'The business Idea'</b> <ul style="list-style-type: none"> <li>• Sources of business opportunity</li> <li>• The personal motivation behind starting a business</li> </ul>
Week 2 6–10 Feb.	<b>Area of Study 1: 'The business Idea' (continued)</b> <ul style="list-style-type: none"> <li>• The importance of goal setting in business</li> <li>• The characteristics of successful business managers and business entrepreneurs and how they contribute to business success</li> </ul>
Week 3 13–17 Feb.	<b>Area of Study 1: 'The business Idea' (continued)</b> <ul style="list-style-type: none"> <li>• The importance of concept development</li> <li>• The relationship between business opportunities and business concept development</li> <li>• Market research and initial feasibility studies</li> </ul>
Week 4 20–24 Feb. <b>House Swimming Sports 21 Feb.</b>	<b>Area of Study 1: 'The business Idea' (continued)</b> <ul style="list-style-type: none"> <li>• The contribution that businesses make to the economic and social wellbeing of a nation</li> <li>• The methods by which a culture of business innovation and entrepreneurship may be fostered in a nation</li> </ul>
Week 5 27 Feb. – 3 Mar.	<b>Area of Study 2: 'External environment'</b> <i>Macro factors affecting business planning:</i> <ul style="list-style-type: none"> <li>• An overview of key legal and government regulations affecting a business in the planning stage</li> <li>• Societal attitudes and behaviour</li> <li>• Economic conditions</li> </ul>
Week 6 6–10 Mar.	<b>Area of Study 2: 'External environment' (continued)</b> <i>Macro factors affecting business planning (cont.):</i> <ul style="list-style-type: none"> <li>• Technological issues</li> <li>• Global issues</li> </ul>
Week 7 14–17 Mar. <b>Labour Day 13 Mar.</b>	<b>Area of Study 2: 'External environment' (continued)</b> <i>Macro factors affecting business planning:</i> <ul style="list-style-type: none"> <li>• Corporate social responsibility issues</li> </ul> <i>Operating factors that affect business planning:</i> <ul style="list-style-type: none"> <li>• Customer needs and expectations</li> </ul>
Week 8 20–24 Mar. <b>House Athletics Sports 20 Mar.</b>	<b>Area of Study 2: 'External environment' (continued)</b> <i>Operating factors that affect business planning (cont.):</i> <ul style="list-style-type: none"> <li>• Competitors' behaviour</li> <li>• Suppliers and the supply chain</li> </ul>

<p>Week 9 27–31 Mar. <b>7-12 Parent Teacher Interviews 29 Mar.</b></p>	<p><b>Area of Study 2: 'External environment' (continued)</b> <i>Operating factors that affect business planning (cont.):</i></p> <ul style="list-style-type: none"> <li>• Special interest groups such as environmental lobby groups, business associations and unions</li> </ul>
<p>1–17 Apr. <b>Term 1 break</b></p>	
<p><b>Term 2</b> Week 10 18–21 Apr. <b>Easter Monday 17 Apr.</b></p>	<p><b>Area of Study 3: 'Internal 'environment'</b> <i>Internal factors affecting business planning:</i></p> <ul style="list-style-type: none"> <li>• Business resource needs and the factors affecting their choice: natural, labour and capital resources</li> <li>• Business locations and the factors affecting choice of location</li> <li>• Sources of finance available to establish a business and the factors affecting choice</li> </ul>
<p>Week 11 24–28 Apr. <b>Anzac Day 25 Apr.</b></p>	<p><b>Area of Study 3: 'Internal 'environment' (continued)</b> <i>Internal factors affecting business planning (cont.):</i></p> <ul style="list-style-type: none"> <li>• Costs and benefits of purchasing an existing business compared with establishing a new business</li> <li>• Types of legal business structures and the factors affecting choice of business structure</li> </ul>
<p>Week 12 1–5 May</p>	<p><b>Area of Study 3: 'Internal 'environment' (continued)</b></p> <ul style="list-style-type: none"> <li>• Types of business models</li> </ul>
<p>Week 13 8–12 May</p>	<p><b>Area of Study 3: 'Internal 'environment' (continued)</b></p> <ul style="list-style-type: none"> <li>• Business support services</li> <li>• Planning tools such as a SWOT analysis</li> </ul>
<p>Week 14 15–19 May</p>	<p><b>Area of Study 3: 'Internal 'environment' (continued)</b></p> <ul style="list-style-type: none"> <li>• Features and construction of business plans and the benefits of using them</li> </ul>
<p>Week 15 22–26 May</p>	<p><b>Area of Study 3: 'Internal 'environment' (continued)</b></p> <ul style="list-style-type: none"> <li>• Corporate social responsibility management issues regarding business planning</li> </ul>
<p>Week 16 29 May – 2 Jun.</p>	<p><b>Catch-up week</b> <b>Exam revision</b></p>
<p>Week 17 5–9 Jun.</p>	<p><b>Exam revision</b> <b>Year 11 exams</b></p>
<p>Week 18 12–16 Jun. <b>Queen's Birthday 12 Jun.</b> <b>Report Writing Day 16 Jun.</b></p>	<p><b>Year 11 exams</b> <b>GAT (Wednesday 14 June)</b></p>
<p>Week 19 19–23 Jun.</p>	<p><b>Introduction to VCE Business Management Unit 2</b></p>
<p>Week 20 26–30 Jun.</p>	
<p>1–16 Jul.</p>	<p><b>Term 2 break</b></p>