

## CURRICULUM PLAN YR 10 ABL

Week	Unit	Learning Focus
<b>Term 2</b>		
9	AOS 1: Legal Requirements and Financial Situations	<ul style="list-style-type: none"> <li>Understand and describe the 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</li> </ul>
10	AOS 1	<ul style="list-style-type: none"> <li>Describe the legal requirements for establishing a business (continued)</li> <li>Explain the need for policies and procedures to achieve compliance with legal requirements and establish business routines</li> </ul>
11	AOS 1	<ul style="list-style-type: none"> <li>Explain the importance of establishing bank accounts, financial control systems and record-keeping strategies</li> <li>Discuss the importance of choosing appropriate suppliers including the benefits and limitations of suppliers which meet the corporate social objectives of the business</li> </ul>
<b>Term 3</b>		
1	AOS 1	<ul style="list-style-type: none"> <li>Describe the 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</li> <li>Revision and SAC</li> </ul>
2	AOS 2: Marketing a Business	<ul style="list-style-type: none"> <li>Understand and explain the relationship between marketing, establishing a customer base and business objectives</li> <li>Describe the external (macro and operating) factors and internal environment factors affecting the establishment of a customer base and brand identity</li> <li>Evaluate market research practices such as data collection techniques, analysis and interpretation</li> </ul>
3	AOS 2	<ul style="list-style-type: none"> <li>Describe target market attributes such as market dimensions, segments, consumer trends and behaviour</li> <li>Identify the 7Ps model of marketing: product, price, place, promotion, people, physical evidence and process</li> <li>Explain the product (P1) life cycle: introduction, growth, maturity, decline, extension, and the relationship between each of these stages and the choice of marketing strategy</li> </ul>
4	AOS 2	<ul style="list-style-type: none"> <li>Explain and analyse the 7Ps model of marketing (continued), i.e. price (P2), place (P3), promotion (P4), people (P5), physical evidence (P6) and process (P7)</li> </ul>

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5	AOS 2	<ul style="list-style-type: none"> <li>Analyse and evaluate the features and value of customer relations strategies such as providing quality customer service and establishing customer loyalty programs</li> <li>Analyse corporate social responsibility management issues regarding establishing a customer base, such as green marketing</li> </ul>
6	AOS 2	<ul style="list-style-type: none"> <li>Compare public relations and its relationship to business objectives</li> <li>Analyse 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</li> </ul>
7	AOS 2	<ul style="list-style-type: none"> <li>Revision and SAC</li> </ul>
8	AOS 3: Staffing a business	<ul style="list-style-type: none"> <li>Compare the relationship between the performance of staff and achieving business objectives</li> <li>Identify staffing needs of the business such as the knowledge, skills and ideas staff can contribute to the business</li> <li>Describe the effects that developments in technology may have on staffing needs</li> </ul>
9	AOS 3:	<ul style="list-style-type: none"> <li>Compare Job analysis and its relationship to job design and related documentation, job descriptions and job specifications</li> <li>Discuss recruitment methods and the advantages and disadvantages of each method: i.e. internal such as intranet and word-of-mouth, and, external such as websites, online recruitment agencies, social media</li> </ul>
10	AOS 3:	<ul style="list-style-type: none"> <li>Evaluate selection methods such as interview, psychological testing, work testing, online selection.</li> <li>Describe employment arrangements such as full-time, part-time, contractual and casual</li> </ul>
<b>Term 4</b>		
1	AOS 3:	<ul style="list-style-type: none"> <li>Describe employer expectations such as contracts of employment, business loyalty and terms of notice</li> <li>Describe employee expectations such as conditions of employment, remuneration, job security and work-life balance</li> <li>Explain the legal obligations for staffing such as occupation health and safety (OHS) and agencies such as ... the Workplace Gender Equality Agency.</li> </ul>
2	AOS 3	<ul style="list-style-type: none"> <li>Describe the purpose and common methods of employee induction</li> <li>Analyse global issues such as overseas recruitment</li> <li>Analyse corporate social responsibility management issues regarding establishing the staffing of a business</li> </ul>
3	AOS 3:	<ul style="list-style-type: none"> <li>Revision and SAC</li> </ul>

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4	Catch Up Week	<ul style="list-style-type: none"><li>• Week designed to catch up on curriculum content due to lost classes.</li></ul>
5	Revision	<ul style="list-style-type: none"><li>• Revision Activities</li></ul>
6	Revision	<ul style="list-style-type: none"><li>• Revision Activities</li></ul>
7	Exam	<ul style="list-style-type: none"><li>• Exam Week</li></ul>