

Subject: VCE Business Management**Unit 1**

Week	Area of Study	Learning Focus
1	Area of Study 1: 'The business Idea'	<ul style="list-style-type: none">• Identify sources of business opportunity such as innovation and entrepreneurship, recognising and taking advantage of market opportunities, changing customer needs, research and development, technological development and global markets.• Describe the personal motivation behind starting a business such as the desire for independence both financially and personally, to make a profit and to fulfil a market and/or social need.
2	AOS 1	<ul style="list-style-type: none">• Explain the importance of goal setting in business.• Describe the characteristics of successful business managers and business entrepreneurs and how they contribute to business success.
3	AOS 1	<ul style="list-style-type: none">• Explain the importance of concept development.• Describe the relationship between business opportunities and business concept development.• Interpret and describe market research and the initial feasibility studies.
4	AOS 1	<ul style="list-style-type: none">• Describe the contribution that businesses make to the economic and social wellbeing of a nation.• Explain the methods by which a culture of business innovation and entrepreneurship may be fostered in a nation, such as government investment in research and development, council grants for new businesses, business mentorships, school-based educational programs in entrepreneurship, and the creation of regional business start-up hubs.
5	Area of Study 2: 'External environment'	<ul style="list-style-type: none">• Outline an overview of the factors within the external (macro and operating) environment and internal environment that affect business planning. <p>Macro factors affecting business planning:</p> <ul style="list-style-type: none">• Outline an overview of key legal and government regulations affecting a business in the planning stage.• Describe societal attitudes and behaviour such as values, beliefs and trends.• Describe economic conditions such as how interest rates, tax rates, business and consumer confidence levels affect business planning.
6	AOS 2	<p>Macro factors affecting business planning (cont.):</p> <ul style="list-style-type: none">• Explain technological issues such as how the market may change in the future and developments in technology.• Explore global issues such as overseas competitors, overseas markets, offshoring labour, exchange rates, patenting, copyrights, trademarks and online sales.
7	AOS 2	<p>Macro factors affecting business planning (cont.):</p> <ul style="list-style-type: none">• Evaluate corporate social responsibility issues such as environmental considerations and planning the production of goods and services which are in society's best interests.

8	AOS 2	Operating factors that affect business planning: <ul style="list-style-type: none"> Describe customer needs and expectations
9	AOS 2	Operating factors that affect business planning (cont.): <ul style="list-style-type: none"> Explain Competitor behaviour. Explore suppliers and the supply chain, such as the resources required for a business and considerations about where these resources are sourced and how they reach the business.
10	AOS 2	Operating factors that affect business planning (cont.): <ul style="list-style-type: none"> Outline special interest groups such as environmental lobby groups, business associations and unions.
11	Area of Study 3: 'Internal environment'	<ul style="list-style-type: none"> Outline business resource needs and the factors affecting their choice: natural, labour and capital resources. Evaluate business locations and the factors affecting choice of location Discuss sources of finance available to establish a business and the factors affecting choice.
12	AOS 3	<ul style="list-style-type: none"> Evaluate the costs and benefits of purchasing an existing business compared with establishing a new business. Compare types of legal business structures such as sole trader, partnership, private limited company, public listed company and the factors affecting choice of business structure.
13	AOS 3	<ul style="list-style-type: none"> Discuss types of business models such as online business, bricks and mortar business, social enterprise, franchise, importer and exporter.
14	AOS 3	<ul style="list-style-type: none"> Explore business support services such as legal, financial, technological, community-based, formal and informal networks, and business mentors. Apply planning tools such as a SWOT analysis.
15	AOS 3	<ul style="list-style-type: none"> Outline the features and construction of business plans and the benefits of using them.
16	AOS 3	<ul style="list-style-type: none"> Evaluate corporate social responsibility management issues regarding business planning. Assessment.
17	AOS 3	<ul style="list-style-type: none"> Unit 1 Business Management Exam.

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Unit 2

Week	Area of Study	Learning Focus
18	Area of Study 1: 'Legal requirements and financial considerations'	<ul style="list-style-type: none"> Explain 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.
19	AOS 1	<ul style="list-style-type: none"> Explain the legal requirements for establishing a business (cont.). Explain the importance of establishing bank accounts, financial control systems and record-keeping strategies.
20	AOS 1	<ul style="list-style-type: none"> Discuss the importance of choosing appropriate suppliers including the benefits and limitations of suppliers meeting corporate social responsibility objectives of the business Explain the need for policies and procedures to achieve compliance

		with legal requirements and establish business routines
21	AOS 1	<ul style="list-style-type: none"> 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. Revision and SAC.
22	Area of Study 2: 'Marketing a Business'	<ul style="list-style-type: none"> Understand and explain the relationship between marketing, establishing a customer base and business objectives. Describe the external (macro and operating) factors and internal environment factors affecting the establishment of a customer base and brand identity. Evaluate market research practices such as data collection techniques, analysis and interpretation.
23	AOS 2	<ul style="list-style-type: none"> Describe target market attributes such as market dimensions, segments, consumer trends and behaviour. Identify and explain the 7Ps model of marketing: product, price, place, promotion, people, physical evidence and process.
24	AOS 2	<ul style="list-style-type: none"> Explain the product life cycle: introduction, growth, maturity, decline, extension, and the relationship between each of these stages and the choice of marketing strategy.
25	AOS 2	<ul style="list-style-type: none"> Analyse and evaluate the features and value of customer relations strategies such as providing quality customer service and establishing customer loyalty programs. Analyse corporate social responsibility management issues regarding establishing a customer base, such as green marketing.
26	AOS 2	<ul style="list-style-type: none"> Compare public relations and its relationship to business objectives. 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.
27	AOS 2	<ul style="list-style-type: none"> Discuss corporate social responsibility management issues regarding establishing a customer base, such as green marketing. Revision and SAC.
28	Area of Study 3: 'Staffing a business'	<ul style="list-style-type: none"> Compare the relationship between the performance of staff and achieving business objectives. Identify staffing needs of the business such as the knowledge, skills and ideas staff can contribute to the business. Describe the effects that developments in technology may have on staffing needs.
29	AOS 3	<ul style="list-style-type: none"> Compare Job analysis and its relationship to job design and related documentation, job descriptions and job specifications Discuss recruitment methods and the advantages and disadvantages of each method: <ul style="list-style-type: none"> ❖ Internal such as intranet and word-of-mouth; and ❖ External such as websites, online recruitment agencies, social media.

30	AOS 3	<ul style="list-style-type: none"> • Evaluate selection methods such as interview, psychological testing, work testing, online selection and the advantages and disadvantages of each. • Describe employment arrangements such as full-time, part-time, contractual and casual.
31	AOS 3	<ul style="list-style-type: none"> • Describe employer expectations such as contracts of employment, business loyalty and terms of notice. • Describe employee expectations such as conditions of employment, remuneration, job security and work–life balance. • Explain the legal obligations for staffing such as occupation health and safety (OHS) and agencies such as Equal Employment Opportunities and Workplace Gender Equality Agency.
32	AOS 3	<ul style="list-style-type: none"> • Describe the purpose and common methods of employee induction • Analyse global issues such as overseas recruitment. • Analyse corporate social responsibility management issues regarding establishing the staffing of a business.
33	AOS 3	<ul style="list-style-type: none"> • Revision and assessment.
34	Catch Up Week	<ul style="list-style-type: none"> • Week designed to catch up on curriculum content due to lost classes.
35	Revision	<ul style="list-style-type: none"> • Revision Week.
36	Revision	<ul style="list-style-type: none"> • Revision Week.
37	Exam	<ul style="list-style-type: none"> • Unit 2 Business Management Exam.