

Business Management and Enterprise General

Year 11 Course Code	GEBME
Year 12 Course Code	Year 12 – Course is not offered in 2023 Course may be offered in 2024
Cost	\$60.00 (cost is approximate – subject to change)

Year 11 Course Overview

The Business Management and Enterprise General course focuses on establishing and operating a small business in Australia and aims to provide students with an understanding of the knowledge and skills of the processes and procedures required for generating business ideas and turning them into a viable business venture.

The Business Management and Enterprise course content is divided into three outcomes:

- Business Concepts
- Innovation and Operation
- Business in Society

Year 11 Course Structure

Unit 1 - The focus of this unit is on establishing a small business in Australia. Students are given the opportunity to explore business start-ups and to recognise the factors that contribute to a business's success. Students will use entrepreneurial and innovation skills to develop a business plan.

Unit 2 - The focus of this unit is on operating a small business in Australia. In this unit students will develop an understanding of creating a business, including the marketing, creating a competitive advantage and of the factors that influence consumer decisions. This will culminate in students developing a small business to run either in the school or local community.

Year 12 Course Overview (may be offered in 2024)

The Business Management and Enterprise Year 12 General course gives students the opportunity to understand how vital business is to individuals and society, and how it impacts on many aspects of our lives. In Term Two, a compulsory externally set task must be completed by all students taking this course.

Year 12 Course Structure (may be offered in 2024)

Unit 3 - The focus of this unit is on success in business at a national level. It explores what it takes to be successful beyond the initial start-up stage. Students investigate the features of successful marketing campaigns and report on how businesses succeed and prosper through methods, such as expansion in products, market share or diversification.

Unit 4 - The focus of this unit is on business growth and the challenges faced by businesses expanding at a national level. The unit explores issues in the business environment, including the importance of intellectual property in protecting business ideas. The unit addresses the significance of employee motivation and the development of a business plan in the overall success of expansion.