

SAMPLE PROGRAM

ESTABLISHING AND OPERATING A SMALL BUSINESS

THEME	OUTCOMES	UNIT CONTENT	LEARNING CONTEXTS
Business opportunity	1, 3	<ul style="list-style-type: none"> • Reasons for starting a business • Identifying business opportunities • Innovation and entrepreneurship 	e-business Franchises Innovation
The business environment	2, 3	<ul style="list-style-type: none"> • Business environment • Ethics and business 	Macro, operating and internal environments
The legal framework of business	1	<ul style="list-style-type: none"> • Forms of business • Legal requirements of business 	Sole trader Partnership Small proprietary company
The Marketing Mix	1, 2	Marketing focus: <ul style="list-style-type: none"> • Customer profiling • Competitor profiling • e-commerce Elements of the Marketing Mix <ul style="list-style-type: none"> • Product • Price • Place • Promotion 	Customers Competitors Branding
Business Planning	3	<ul style="list-style-type: none"> • Purpose • Mission statement • Business profile • Management/HR needs • Market research • Safety plan • Resources and finance 	Business plans
Operating a Successful Business	1, 3	<ul style="list-style-type: none"> • Setting goals and objectives • Business success factors • Business failure • Sources of funding 	Finance
Recruitment	3	<ul style="list-style-type: none"> • Job description • Interviews • Advertisements • Job markets • Recruitment 	Human resource management
Employer and Legal Obligations	1, 2, 3	<ul style="list-style-type: none"> • Employer Obligations: • Employee Obligations 	Government Community

THEME	OUTCOMES	UNIT CONTENT	LEARNING CONTEXTS
Business in the community	3	<ul style="list-style-type: none"> • Business networks • Ethical business 	Netiquette Social media
The legal framework of business	1	<ul style="list-style-type: none"> • Taxation • Workplace laws • Work health and safety 	Equal employment opportunity Occupational safety and health
Rights of consumers	2, 3	<ul style="list-style-type: none"> • Faulty goods • Misleading and deceptive conduct 	Australian consumer law
Competition and Consumers	2	<ul style="list-style-type: none"> • Competitive advantage • Consumer decision making • Consumer purchasing decisions • Extended marketing mix 	Competitive advantage Purchasing behaviour
Managing Operations	3	<ul style="list-style-type: none"> • The manager's role • Being a leader • Managing risk • Monitoring activities 	Planning Coordinating Controlling
Financial Records	2, 3	Cash transactions <ul style="list-style-type: none"> • Receipts • Bank deposit slip • Bank reconciliation Source documents <ul style="list-style-type: none"> • Order forms • Tax invoice • Cheque butts • Purchase order • Deposit slip Resourcing the business <ul style="list-style-type: none"> • Break even analysis • Calculating profit • Equity 	Documentation
Teamwork	2, 3	<ul style="list-style-type: none"> • Ways to work collaboratively in teams • Key traits of teamwork that facilitate creativity and innovation 	Life cycle of a team
Entrepreneurship	1, 2	<ul style="list-style-type: none"> • Enterprising traits • Characteristics of entrepreneurs 	Case studies
Mind matters	1, 2	<ul style="list-style-type: none"> • Creative and critical thinking tools • Decision-making tools 	SWOT analysis