

Ringwood Secondary College
2017 Course Planning Document

VCE Unit 2 Business Management

Time Allocation

This unit of work will consist of approximately 100 hours of which at least 50 hours will be class time. **To complete this unit of work satisfactorily, students must complete each of the following learning outcomes.**

Learning Outcomes

Outcome 1

The student should be able to explain the importance when establishing a business of complying with legal requirements and financial record keeping, and establishing effective policies and procedures.

Outcome 2

The student should be able to explain the importance of establishing a customer base and a marketing presence to achieve the objectives of the business, analyse effective marketing and public relations strategies and apply these strategies to business-related case studies.

Outcome 3

The student should be able to discuss the staffing needs for a business and evaluate the benefits and limitations of management strategies in this area from both an employer and an employee perspective.

Assessment Tasks

1. Test SACs

The student is required to complete these SACs under test conditions, using case studies as a basis to answer questions about the key knowledge covered in each area of study.

Weighting: This task is worth 50% of the overall grade **Time allocated to task:** 1 period for each SAC

Due: **Term 3 - Week 4 , Term 3 – Week 9, Term 4 – Week 3**

2. Marketing plan – ‘Market Day’

The student is required to devise a marketing plan for a stall at the school ‘Market Day’.

Weighting: This task is worth 30% of the overall grade **Time allocated to task:** 7-10 periods

Due: **Term 3, Week 6**

3. Semester Examination

The student is required to apply knowledge and understanding of outcomes 1, 2 & 3 in the semester examination.

Weighting: This task is worth 20% of the overall grade **Time allocated to task:** 90 minutes

Due: **Term 4, Week 7**