

Business Management Units 1 & 2

Contents

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Series contents

This series covers the complete VCE Business Management Units 1 & 2 course as set out in the *VCE Business Management Study Design (from 2023)*, across its six areas of study — **The business idea**; **Internal business environment and planning**; **External business environment and planning** (Unit 1: Planning a business); and **Legal requirements and financial considerations**; **Marketing a business**; **Staffing a business** (Unit 2: Establishing a business). It comprises **sixteen content workbooks**, cumulative **topic tests**, and a **practice-examination booklet**. Each content workbook follows the same structure: concise theory, scaffolded and unscaffolded worked examples, graded practice questions, a compact answer key, and fully-worked model responses. Units 1 & 2 are assessed by the school rather than by an external examination, so the topic tests and practice examinations mirror the written paper that this course builds towards in Units 3 & 4 (Section A short- and extended-answer questions and a Section B case study, 75 marks, no multiple choice, no formula sheet and no calculator), and the workbooks and assessments are written accordingly.

Unit 1 Area of Study 1 — The business idea

Chapter 1 — The business idea (27 pp)

1A Entrepreneurship and motivation to start a business · 1B Characteristics of successful managers and entrepreneurs · 1C Sources of business opportunity

Chapter 2 — Business concept development (28 pp)

2A Goal setting and decision-making · 2B Business concept development · 2C Market research and feasibility studies

Chapter 3 — Business, innovation and entrepreneurship in society (29 pp)

3A Business contribution to economic and social wellbeing · 3B Fostering a culture of innovation and entrepreneurship

Topic 1 Test A (short and extended answer) and Test B (case study), with fully-worked solutions, are included at the end of Chapter 3.

Unit 1 Area of Study 2 — Internal business environment and planning

Chapter 4 — The internal environment: structures and models (38 pp)

4A Internal and external environments · 4B Types of businesses and choosing a structure · 4C Types of business models · 4D Buying an existing business versus establishing a new one

Chapter 5 — Resources, location, finance and support (41 pp)

5A Business resource needs · 5B Business location · 5C Sources of finance · 5D Business support services

Chapter 6 — Business planning and corporate social responsibility (38 pp)

6A Planning and SWOT analysis · 6B The business plan · 6C Corporate social responsibility and business planning

Topic 2 Test A (short and extended answer) and Test B (case study), with fully-worked solutions, are included at the end of Chapter 6.

Unit 1 Area of Study 3 — External business environment and planning

Chapter 7 — The macro external environment (32 pp)

7A Overview of the external environment and legal and government regulations · 7B Societal attitudes and economic conditions · 7C Technological, global and CSR considerations

Chapter 8 — The operating external environment (31 pp)

8A Customer needs, expectations and competitors' behaviour · 8B Suppliers, the supply chain and special interest groups

Topic 3 Test A (short and extended answer) and Test B (case study), with fully-worked solutions, are included at the end of Chapter 8.

Unit 2 Area of Study 1 — Legal requirements and financial considerations

Chapter 9 — Legal requirements and external professionals (20 pp)

9A Key legal requirements for establishing a business · 9B The role of external professionals

Chapter 10 — Policies, procedures and financial systems (53 pp)

10A Bank accounts, financial control systems and record-keeping · 10B Choosing appropriate suppliers · 10C Policies and procedures for legal compliance · 10D Technological and global issues

Topic 4 Test A (short and extended answer) and Test B (case study), with fully-worked solutions, are included at the end of Chapter 10.

Unit 2 Area of Study 2 — Marketing a business

Chapter 11 — Marketing and the customer base (42 pp)

11A Marketing, the customer base and business objectives · 11B Factors affecting the customer base and brand identity · 11C Market research practices · 11D Target market attributes

Chapter 12 — The marketing mix and marketing strategies (41 pp)

12A The 7Ps of marketing · 12B The product life cycle · 12C Customer relations strategies · 12D Technological developments in marketing

Chapter 13 — Public relations and CSR in marketing (39 pp)

13A Public relations and business objectives · 13B Public relations strategies: planned and crisis · 13C Corporate social responsibility considerations and the customer base

Topic 5 Test A (short and extended answer) and Test B (case study), with fully-worked solutions, are included at the end of Chapter 13.

Unit 2 Area of Study 3 — Staffing a business

Chapter 14 — Staffing needs (32 pp)

14A Staff performance and business objectives · 14B Identifying staffing needs · 14C Effects of technology on staffing

Chapter 15 — Recruitment and selection (32 pp)

15A Job analysis, design, description and specification · 15B Recruitment methods · 15C Selection methods

Chapter 16 — Employment standards, obligations, induction and corporate social responsibility (64 pp)

16A The National Employment Standards · 16B Employer and employee expectations · 16C Legal obligations for staffing (OH&S, EEO) · 16D Employee induction · 16E CSR considerations and overseas recruitment

Topic 6 Test A (short and extended answer) and Test B (case study), with fully-worked solutions, are included at the end of Chapter 16.

Practice examinations

Chapter 17 — Practice examinations (61 pp)

Six full practice examinations, each mirroring the structure of the written paper the course builds towards (Section A: short- and extended-answer questions; Section B: a case study; 75 marks; a single 10-mark extended-response question; no multiple choice, no formula sheet and no calculator), drawing on content from across both units and graded across two easier, two mid-level and two more demanding papers, each with fully-worked model responses.

This series comprises $\approx$ 652 pages.