

# Erindale College

<b>Assessment Period:</b>	<b>2021 S2</b>
<b>Course:</b>	<b>BUSINESS</b>
<b>Unit:</b>	<b>Relationship Management (1.0)</b>
<b>Accreditation:</b>	<b>T</b>
<b>Year:</b>	<b>11</b>

## Unit Goals

- understand the use of media and communication skills to enhance and maintain relationships between business, customers and the wider environment
- understand the importance of data to support business relationships

## Content Description

### Structure, operation and models

- analyse change in the internal and external environment and the impact on management strategies
- evaluate the effectiveness of management strategies
- apply business skills, tools and processes
- evaluate organisational practices, procedures and structures

### Concepts and principles

- analyse business operations, functions and processes in SME's, large and global businesses
- apply mathematical concepts in business situations
- apply relevant business ideas, practices, and concepts

### Nature and purpose of business

- analyse the nature and role of business and enterprise, locally, nationally and/or globally
- apply a range of business and financial strategies to business situations

### Types and forms

- analyse types and forms of business activity and business issues

### Issues, perspectives and viewpoints

- analyse social and ethical responsibilities, current trends and changes
- analyse economic and environmental implications and consequences
- evaluate the impact of government policies and legal requirements on business activity
- evaluate the impact of beliefs and values on business activity

### Inquiry, research and investigation

- conduct research and acquire business information on contemporary business issues from a variety of sources
- organise and evaluate information for actual and hypothetical business situations

### Communication

- communicate in ways that are suitable for the business environment and for the purpose and audience, including the use of appropriate information and communication technologies

## Assessment Tasks

Name	Due Date	Weighting
LS: Letter of advice B: Market Research	19 August	25%
In-class	2 September	25%
LS: Essay B Marketing Plan	28 October	25%
exam	Exam Week: 15 November - 19 November	25%

## School Assessment Information

### For penalties for late and non-submission of work

See [BSSS Policy and Procedure Manual 4.3.10](#) for further information.

### For academic integrity

See [BSSS Policy and Procedure Manual 4.3.12](#) for further information.

### For appeals processes

See [BSSS Policy and Procedure Manual 7.2](#) for further information.

### For moderation procedures (internal and external)

See [BSSS Policy and Procedure Manual 5](#) for further information.

### For meshing procedures

See [BSSS Policy and Procedure Manual 5.4.1](#) for further information.

### For method of unit score calculation

See [BSSS Policy and Procedure Manual 4.3.6.2](#) for further information.

### For procedures for calculating course scores

See [BSSS Policy and Procedure Manual 4.3.13.2](#) for further information.

## Achievement Standards for BUSINESS T - Year 11

	<i>A student who achieves an A grade typically</i>	<i>A student who achieves a B grade typically</i>	<i>A student who achieves a C grade typically</i>	<i>A student who achieves a D grade typically</i>	<i>A student who achieves an E grade typically</i>
<b>Knowledge and understanding</b>	<ul style="list-style-type: none"> <li>critically analyses the structure and operation of Commerce models and evaluates the relationship between theory and practice</li> <li>critically analyses concepts, principles, data, trends and opportunities and evaluates the impact of change locally, nationally and globally</li> <li>critically analyses the nature and purpose of commerce and evaluates the significance of ideas, movements, events and developments in personal, cultural, social and historical contexts and discusses values and attitudes</li> <li>synthesises a variety of viewpoints, ideas and decisions to present a reasoned understanding of the interdependence of individuals, business, and government</li> </ul>	<ul style="list-style-type: none"> <li>analyses the structure and operation of Commerce models and analyses the relationship between theory and practice</li> <li>analyses concepts, principles, data, trends and opportunities and explains the impact of change locally, nationally and globally</li> <li>analyses the nature and purpose of commerce and explains the significance of ideas, movements, events and developments in personal, cultural, social and historical contexts and describes values and attitudes</li> <li>compares and analyses viewpoints, ideas and decisions to present an understanding of the interdependence of individuals, business, and government</li> </ul>	<ul style="list-style-type: none"> <li>explains the structure and operation of Commerce models and explains the relationship between theory and practice</li> <li>explains concepts, principles, data, trends and opportunities and describes the impact of change locally, nationally and globally</li> <li>explains the nature and purpose of commerce and describes the significance of ideas, movements, events and developments in personal, cultural, social and historical contexts and identifies values and attitudes</li> <li>compares and explains viewpoints, ideas and decisions to present an understanding of the interdependence of individuals, business, and government</li> </ul>	<ul style="list-style-type: none"> <li>describes the structure and operation of Commerce models and describes the relationship between theory and practice</li> <li>describes concepts, principles, data, trends and opportunities with some reference to the impact of change locally, nationally and globally</li> <li>describes the nature and purpose of commerce with some reference to the significance of ideas, movements, events and developments in personal, cultural, social and historical contexts</li> <li>describes viewpoints, ideas and decisions and makes some reference to the interdependence of individuals, business, and government</li> </ul>	<ul style="list-style-type: none"> <li>identifies the structure and operation of Commerce models and identifies the relationship between theory and practice</li> <li>identifies concepts, principles, data, trends and opportunities with little or no reference to the impact of change locally, nationally and globally</li> <li>identifies the nature and purpose of commerce with little or no reference to the significance of ideas, movements, events and developments in personal, cultural, social and historical contexts</li> <li>identifies viewpoints and ideas with little or no reference to the interdependence of individuals, business, and government</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>evaluates information to draw evidence based conclusions to solve problems</li> <li>constructs logical, reasoned and convincing arguments to thoroughly justify valid conclusions, decisions judgments and recommendations</li> <li>develops focus questions to frame an inquiry and conducts comprehensive research using a wide range of sources and methods</li> <li>communicates complex ideas with coherent and sustained arguments with analysis of evidence, detailed annotations, using appropriate terminology and accurate referencing</li> </ul>	<ul style="list-style-type: none"> <li>analyses information to draw evidence based conclusions to solve problems</li> <li>constructs convincing arguments to justify valid conclusions, decisions judgments and recommendations</li> <li>develops focus questions to frame an inquiry and conducts research using a range of sources and methods</li> <li>communicates complex ideas and coherent arguments using appropriate evidence, terminology and accurate referencing</li> </ul>	<ul style="list-style-type: none"> <li>interprets information to draw evidence based conclusions to solve problems</li> <li>constructs arguments to justify valid conclusions, decisions judgments and recommendations</li> <li>develops focus questions for an inquiry and conducts research using sources and methods</li> <li>communicates ideas and arguments using appropriate evidence, terminology and accurate referencing</li> </ul>	<ul style="list-style-type: none"> <li>describes information with some relationship to the problem being addressed</li> <li>constructs arguments with some reference to conclusions, decisions judgments and recommendations with some lapses in logic</li> <li>uses inquiry questions to conduct research derived from sources</li> <li>communicates ideas and arguments with referencing</li> </ul>	<ul style="list-style-type: none"> <li>describes information with little or no relationship to the problem being addressed</li> <li>constructs arguments with little or no reference to conclusions, decisions judgments and recommendations</li> <li>uses inquiry questions to conduct research</li> <li>communicates limited ideas and information with minimal referencing</li> </ul>