

Erindale College

Assessment Period:	2021 S2
Course:	BUSINESS
Unit:	Relationship Management (1.0)
Accreditation:	A
Year:	12

Unit Goals

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

Content Description

Structure, operation and models

- examine change in the internal and external environment
- explain management strategies
- apply business skills, tools and processes
- compare and contrast organisational practices, procedures and structures

Concepts and principles

- assess 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

- examine the nature and role of business and enterprise
- apply business and financial strategies to business situations

Types and forms

- describe types and forms of business activity and business issues

Issues, perspectives and viewpoints

- compare and contrast social and ethical responsibilities, current trends and changes
- discuss economic and environmental implications and consequences
- discuss the impact of government policies and legal requirements on business activity
- identify 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 information for actual 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
Market Research	19 August	25%
In class essay	2 September	25%
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.

Achievement Standards for BUSINESS A - Year 12

	<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>
Knowledge and understanding	<ul style="list-style-type: none"> analyses the structure and operation of Commerce models and evaluates the relationship between theory and practice analyses concepts, principles, data, trends and opportunities and evaluates the impact of change locally, nationally and globally compares viewpoints, ideas and decisions to present a reasoned understanding of the interdependence of individuals, business, and government 	<ul style="list-style-type: none"> explains the structure and operation of Commerce models and describes the relationship between theory and practice explains concepts, principles, data, trends and opportunities and describes the impact of change locally, nationally and globally explains viewpoints, ideas and decisions to present an understanding of the interdependence of individuals, business, and government 	<ul style="list-style-type: none"> describes the structure and operation of Commerce models and identifies the relationship between theory and practice describes concepts, principles, data, trends and opportunities and describes the impact of change locally, nationally and globally describes viewpoints, ideas and decisions to present an understanding of the interdependence of individuals, business, and government 	<ul style="list-style-type: none"> identifies the structure and operation of Commerce models with some reference to the relationship between theory and practice identifies concepts, principles, data, trends and opportunities with some reference to the impact of change locally, nationally and globally identifies viewpoints, ideas and decisions and makes some reference to the interdependence of individuals, business, and government 	<ul style="list-style-type: none"> identifies the structure and operation of Commerce models with little or no reference to the relationship between theory and practice identifies concepts, principles, data, trends and opportunities with little or no reference to the impact of change locally, nationally and globally identifies viewpoints and ideas with little or no reference to the interdependence of individuals, business, and government
Skills	<ul style="list-style-type: none"> analyse information to draw evidence based conclusions to solve problems and produce innovative solutions constructs logical, reasoned and convincing arguments to thoroughly justify valid conclusions, decisions judgments and recommendations develops focus questions to frame an inquiry and conducts comprehensive research using a wide range of sources and methods communicates complex ideas with coherent and sustained arguments with analysis of evidence, detailed annotations, using appropriate terminology and accurate referencing 	<ul style="list-style-type: none"> interprets information to draw evidence based conclusions to solve problems and produce innovative solutions constructs convincing arguments to justify valid conclusions, decisions judgments and recommendations develops focus questions to frame an inquiry and conducts research using a range of sources and methods communicates complex ideas and coherent arguments using appropriate evidence, terminology and accurate referencing 	<ul style="list-style-type: none"> interprets information to draw evidence based conclusions to solve problems and produce solutions constructs arguments to justify valid conclusions, decisions judgments and recommendations develops focus questions for an inquiry and conducts research using sources and methods communicates ideas and arguments using appropriate evidence, terminology and accurate referencing 	<ul style="list-style-type: none"> interprets information with some relationship to the problem being addressed constructs arguments with some reference to conclusions, decisions judgments and recommendations with some lapses in logic uses inquiry questions to conduct research derived from sources communicates ideas and arguments with referencing 	<ul style="list-style-type: none"> describes information with little or no relationship to the problem being addressed constructs arguments with little or no reference to conclusions, decisions judgments and recommendations uses inquiry questions to conduct research communicates limited ideas and information with minimal referencing