



## MOSSMAN STATE HIGH SCHOOL

Semester 2, 2019 Course Outline – BPR102A – Ms Ramoutsaki

Unit Name	Main Ideas	Duration (weeks)	Assessment Item	Due Date
<p><b>Improving business productivity</b></p>	<p>Students will investigate product innovation and entrepreneurship.</p> <p>Key Topics include:</p> <ul style="list-style-type: none"> <li>• The characteristics of the Seed Stage of the Business Life Cycle</li> <li>• Product innovation and redesign using the SCAMPER tool</li> <li>• Customer satisfaction as a criterion for decision-making.</li> </ul>	<p>8 weeks</p>	<p><b>Assignment: Group</b></p> <p><b>Part A:</b> Written report 1000 words</p> <p><b>Part B:</b> Oral presentation 4-5 minutes</p>	<p>Report due: Tuesday 3<sup>rd</sup> September 2019, Term 3, Week 8</p> <p>Draft Report due: 20<sup>th</sup> August 2019, Term 3 Week 6</p>
<p><b>Competing as a business in the global economy</b></p>	<p>Students will investigate marketing and event management.</p> <p>Key Topics include:</p> <ul style="list-style-type: none"> <li>• Analysing the business macro environment.</li> <li>• Identifying target markets.</li> <li>• The Marketing Mix: Product, place, price and promotion.</li> <li>• Event planning for stakeholder satisfaction.</li> <li>• Event risk management and contingency planning.</li> </ul>	<p>9 weeks</p>	<p><b>Assignment: Group</b></p> <p><b>Part A:</b> Written report 1000 words</p> <p><b>Part B:</b> Product launch presentation 15 minutes</p>	<p>Report due: Tuesday 19<sup>th</sup> November 2019, Term 4 Week 7</p> <p>Draft Report due: Friday 8<sup>th</sup> November 2019, Term 4 Week 5</p>