Port Moresby International School

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Owned and operated by the International Education Agency.

Unit & Assessment Semester Outline for Students & Parents Grades 11 – 12.

Year	2026	Semester	2	Grade	12	Unit Value	0.5
Curriculum		PNG/ACT					
Subject Title/s		Business					
Course Name		Business Management					
Unit Name		Business Marketing (a) (T)					
Course Code		7677		Unit Code		970RRS	

Assessment Tasks

Week Due	Topic(s)	Type of Task	Weighting
6	Grade 11 & 12 Topics	Trial Exam	50%
8	Business Marketing & Communication Skills	Exam	50%

Learning outcomes against which the students will be reported

1. Apply business literacy and numeracy (terms, concepts, principles and key ideas)
2. Demonstrate a capacity to research, critically analyse, synthesise and evaluate information from appropriate sources
3. Effectively demonstrate business communication using a range of techniques
4. Investigate and recommend the key considerations in establishing a business
5. Evaluate the social and economic benefits of small businesses
6. Assess small business contribution to the global and Australian economies

Assessment Criteria

- Knowledge and application of business principles
- Critical analysis
- Research and information skills
- Communication – oral or written

Regulations governing Late Submission of Work, Non-Submission of Work, Attendance, Cheating/Plagiarism & Rights of Appeal may be found in the Grade 11-12 Curriculum Handbooks, or from the POMIS website;

www.bsss.act.edu.au/home

Summary of Content

Weeks	Content Outline	Curriculum Links
1-2	Role of marketing Exam preparation and revision	ACT Business course handbook PNG SBC
3-4	Influences on marketing Marketing processes Exam preparation and revision	ACT Business course handbook PNG SBC
5-6	Marketing strategies Internal retaining communication Telecommunication Types of written communication Exam preparation and revision	ACT Business course handbook PNG SBC
7-8	Communication styles and strategies Types of Office Equipment Creating and maintaining record system Exam preparation and revision	ACT Business course handbook PNG SBC
9-10	Records and disposal Meetings and procedures Exam preparation and revision	ACT Business course handbook PNG SBC
11-12	Exam preparation and revision	
13-14	NATIONAL EXAMINATION	
15-16	N/A	
17-18	N/A	
19-20	N/A	