

WEB RESOURCES

Business Management and Enterprise Year 11 ATAR/Year 12 General

ENVIRONMENTS

The importance of social and cultural norms in promotion

www.sideroad.com/Cross_Cultural_Communication/international-advertising.html
www.answers.com/topic/cultural-norms-1

Multi-cultural issues

www.omi.wa.gov.au

Ethical and social considerations in marketing and promotion

www.aef.com/on_campus/classroom/speaker_pres/data/3001
www.tobaccofreekids.org

The impact of economic circumstances

www.cio.com.au/article/275883/economic_downturn_drives_online_marketing_attitudes
www.learnmarketing.net/consumer.htm
www.ausfoodnews.com.au/2009/02/17/the-impact-of-consumer-spending-cutbacks-on-food-retail.html
www.stubbornmule.net/2008/06/retail-sales-in-new-south-wales/
<http://ezinearticles.com/?7-Myths-About-Marketing-in-Economic-Downturns&id=1024110>

Environmental issues

http://www.epa.wa.gov.au/Policies_guidelines/envprotectbulltn/Pages/default.aspx?cat=Environmental%20Protection%20Bulletins&url=Policies_guidelines/envprotectbulltn
<http://www.pca.org.au/site/index.php/page/sustainability>

Corporate sponsorship

www.answers.com/topic/corporate-sponsorship
www.ourcommunity.com.au/funding/funding_article.jsp?articleId=1743

Legal contracts

<http://www.lawsociety.com.au/community/publicationsandfaqs/Contracts/819338>

Elements of a contract

www.dlsweb.rmit.edu.au/lisu/content/D_BUS/law/business_contract/concept/explanation.html
<http://community.boredofstudies.org/487/option-consumers/114265/six-elements-contract.html>
www.loveforlife.com.au/node/3127

Political influences on marketing and promotion

www.crikey.com.au/Politics/20080930-Industry-nutrition-labelling-does-a-fat-lot-of-good.html
www.uow.edu.au/arts/sts/bmartin/dissent/documents/health/political_influence.html - Lobbying

Legal obligations in setting up or expanding a business

<http://www.smallbusiness.wa.gov.au/business-topics/money-tax-and-legal/legal-matters>

Technologies that facilitate promotional activities

www.cio.com.au/article/275347/twitter-how-get-started-guide-business-people?fp=4&fpid=51236
www.bussms.com/overview.asp
www.webprofits.com.au/searchengineoptimisation.html

Technologies that facilitate customer relationships

www.cio.com.au/article/269223/getting-harmony-customers?fp=4&fpid=51241

Code of ethics

www.ethicsweb.ca/codes/

Legal implications of business forms

<http://www.smallbusiness.wa.gov.au/business-topics/planning-structures/business-structures/>

Regulation of employment contracts

<http://www.commerce.wa.gov.au/labour-relations>

Occupational safety and health

<http://www.commerce.wa.gov.au/worksafe>

Equal employment opportunity

www.equalopportunity.wa.gov.au/
www.hreoc.gov.au/about/legislation/index.html

Entrepreneurial ethics

www.abc.net.au/catapult/indepth/s1577827.htm
<http://www.accc.gov.au/media-release/accc-scrutinises-green-marketing>

Protection of intellectual property

www.ipaustralia.gov.au

Technologies for business operation and growth

www.businessknowhow.com/marketing/crm.htm

Technology and workplace culture

<http://wistechnology.com/articles/1308/>

Innovation and sustainable technologies

www.ces.vic.gov.au (Look at environmental sustainability.)
www.flyingsolo.com.au (Search for economic sustainability.)
<http://www.interfaceglobal.com/Sustainability.aspx>

MANAGEMENT

Planning for success

www.business.gov.au (Conduct a search on business plan.)
http://enya.org.au/index.php?option=com_content&task=view&id=218&Itemid=48
http://enya.org.au/index.php?option=com_content&task=view&id=92&Itemid=48
www.abc.net.au/catapult/basics/s1255782.htm

Organising for success

www.learnmanagement2.com/flat-structure.htm
www.learnmanagement2.com/centralised-decentralised.htm
www.blurtit.com/q614282.html

Motivating for success

www.learnmanagement2.com/management-concepts.htm
<http://psychology.about.com/library/quiz/bl-leadershipquiz.htm>

Monitoring success

www.obsolutions.com.au/buscontrol.htm
www.anz.com/aus/Small-Business/Tools-Forms-And-Guides/Benchmark-Your-Business/

Common causes of business failure

www.bized.co.uk/educators/level2/busactivity/activity/success23.htm
www.businesswealth.com.au/business/starting/advice/failure.asp

Successful marketing campaigns

www.profitadvisors.com/successful.shtml
www.flyingsolo.com.au/p205361742_A-promotional-campaign-Planting-the-seeds-for-success.html

The marketing mix

www.tourism.australia.com/Marketing.asp?sub=0386
www.quickmba.com/marketing/mix/

Definition of a market

www.netmba.com/marketing/market/definition/
<http://ardictionary.com/Market/1708>

Market size, market share and enlarging the market

www.projectalevel.co.uk/business/market.htm
www.knowthis.com/tutorials/principles-of-marketing/targeting-markets.htm

Market description

[www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agdex1132/\\$FILE/848-5_worksheet-2.pdf](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agdex1132/$FILE/848-5_worksheet-2.pdf)
[www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agdex1132-descript](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agdex1132-descript)

Market research

www.allbusiness.com/marketing/market-research/1310-1.html
www.quickmba.com/marketing/research/
http://tutor2u.net/business/gcse/marketing_research_primary.htm
www.businesslink.gov.uk/bdotg/action/layer?topicId=1073901910

Evaluating market research

www.quickmba.com/marketing/research/
www.knowthis.com/tutorials/principles-of-marketing/marketing-research/research-validity-and-reliability.htm
[www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agdex1132-results](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agdex1132-results)
www.knowthis.com/tutorials/principles-of-marketing/planning-for-market-research/evaluate-data.htm

Using market information

[http://encyclopedia.kids.net.au/page/po/Positioning_\(marketing\)](http://encyclopedia.kids.net.au/page/po/Positioning_(marketing))
www.va-interactive.com/inbusiness/editorial/sales/ibt/market_analysis.html

Pricing strategies

http://tutor2u.net/business/gcse/marketing_pricing_strategies.htm
[www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agdex1133?opendocument](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agdex1133?opendocument)
www.netmba.com/marketing/pricing/

Distribution channels

http://business.gov.in/manage_business/channels_distribution.php
www.knowthis.com/tutorials/principles-of-marketing/how-to-write-a-marketing-plan/17.htm
www.knowthis.com/tutorials/principles-of-marketing/distribution-decisions.htm

Product lifecycle stages

http://tutor2u.net/business/marketing/products_lifecycle.asp
www.onlineauctiontrader.com/product-life-cycle.htm
http://encyclopedia.kids.net.au/page/pr/Product_Life_Cycle_Management

Marketing strategies for lifecycle stages

www.quickmba.com/marketing/product/lifecycle
www.netmba.com/marketing/product/lifecycle/

Records for monitoring business operations

www.entrepreneur.com/money/article72918.html

Process for distribution

http://tutor2u.net/business/marketing/distribution_introduction.asp
http://sbinfocanada.about.com/cs/businessplans/a/bizplanmarkplan_3.htm

The employment cycle

www.managementhelp.org/hr_mgmnt/hr_mgmnt.htm

Agreements and contracts

<http://www.commerce.wa.gov.au/labour-relations> (Search for overview of the labour relations system.)

Management structures

www.learnmanagement2.com/organisational_structures.htm
www.epa.vic.gov.au/about_us/org_structure.asp

Leadership and Management

www.stickyminds.com (Search for choose between management and leadership.)

Key performance indicators

<http://management.about.com/cs/generalmanagement/a/keyperfindic.htm>

Motivation theories

http://tutor2u.net/business/people/motivation_theory_maslow.asp

The value of innovation

www.johnstark.com/in4.html

www.netmba.com/marketing/product/lifecycle/

Positioning and public image

www.tenonline.org/art/mm1/9305.html

Role of sales staff and the marketing department

<http://ezinearticles.com/?Whats-The-Role-Of-The-Sales-Manager?&id=404781>

Marketing the business to attract staff

www.femail.com.au/employer-branding-staff.htm

Administration and recording of human resource information

www.softwarechoice.com.au (Search for e-HR click on the Guide to introducing e-HR.)

www.entrepreneur.com/formnet/humanresourcesforms.html

PEOPLE

Characteristics of successful entrepreneurs

www.altitudedcommunications.com.au/?process=views/article.php&articleId=3855
www.legacee.com/Info/Leadership/LeadershipEntrepreneurial.html

Creative and lateral thinking tools and techniques

www.mindtools.com/pages/main/newMN_CT.htm
<http://members.optusnet.com.au/%7Echarles57/Creative/Techniques/>
www.sac.sa.edu.au/Library/Library/Topics/thinking_skills/thinking.html
www.thinkingmanagers.com/business-management/lateral-thinking.php

Making decisions

www.decision-making-confidence.com/decision-making-models.html
<http://www.monash.edu.au/counselling/self-help/decision-making.html>

Communicating in teams

www.hsc.csu.edu.au/entertain/industry/core/manage/3457/active_listening.htm
www.hsc.csu.edu.au/entertain/industry/core/manage/3457/body_language.htm
<http://freebusinesstips.com.au/people/91>
www.indiana.edu/~uhrs/training/ca/feedback.html

Emotional intelligence

<http://psychology.about.com/od/personalitydevelopment/a/emotionalintell.htm>
www.australianbusinessstraining.com.au/emotionaliq.html
www.ceonline.com.au/business/emotional-intelligence.shtml
www.maetrix.com.au/ei.asp

Goal setting

www.goal-setting-guide.com/smart-goals.html
http://sbinfocanada.about.com/od/goalsetting/Goal_Setting.htm
www.cyh.com/HealthTopics/HealthTopicDetailsKids.aspx?p=335&id=2368&np=287

Customer focus

www.webpronews.com/topnews/2004/08/09/creating-customer-value
www.sideroad.com/Customer_Service/customer-experience.html

Competitor profiling

<http://competitive-intelligence.mirum.net/introduction-to-profiles/what-goes-in-a-competitor-profile.html>
www.sd.qld.gov.au/virtual/ContentFiles1/lb048_mrkrtsch/PageSurround_OSB.cfm?displayID=10536

Consumer rights and protection

<https://www.commerce.wa.gov.au/consumer-protection/consumer-rights>
<http://www.consumerlaw.gov.au/content/Content.aspx?doc=home.htm>

Role of the marketing manager

<http://en.allexperts.com/q/Marketing-1090/Marketing-Management-1.htm>
http://wiki.answers.com/Q/What_does_a_marketing_manager_do
http://wiki.answers.com/Q/What_is_the_role_of_a_senior_marketing_manager

Skills required for marketing

www.smallbusinessbrief.com/articles/sales/005371.html
<http://blogs.bnet.com/pr/?p=379>
<http://sales.about.com/od/hiringsalespeople/tp/basicsalesskills.htm>
www.saleslinks.com/sideline/may-aug98/062998.htm

Employee incentives

www.ceoonline.com/incentive_reward_bonus.aspx

<http://derekstockley.com.au/a-financial-rewards.html>

www.businesslink.gov.uk/bdotg/action/detail?type=RESOURCES&itemId=1074424585

Developing entrepreneurial and leadership skills

www.entrepreneur.com search for think like an entrepreneur

www.powerhousemuseum.com/innovationgame

Developing innovative teams

www.innovativebrains.com/newsletter/1035.php

Negotiation

www.negotiationtraining.com.au/articles/

www.mindtools.com/CommSkill/NegotiationSkills.htm

Emotional intelligence

www.maetrix.com.au/ei.asp

www.businessballs.com/eq.htm

Constructive feedback

www.businessperform.com/html/constructive_feedback.html

Developing customer focussed staff

<http://freebusinesstips.com.au/customer-service/customer-focussed>

Confidentiality and business loyalty

www.bjseminars.com.au/beezines/BBN-Issue6.html

www.businesstown.com/marketing/customer.asp

Recognition and reward

www.humanresourcesmagazine.com.au/ (Look at Employee Benefits.)

Termination management

<http://www.commerce.wa.gov.au/labour-relations> search for 'dismissal'

www.exitinterviews.com.au

<http://www.fairwork.gov.au/ending-employment>