

ASSESSMENT TASK 1



NAME:

YEAR: 11

SUBJECT: Business Studies

DUE DATE: Tue 23rd Mar 2010
Week 9 Term 1

DATE ISSUED: Wed 3rd Mar 2010
Week 6 Term 1

WEIGHTING: 10%

Total /30

Additional Comments: Group Written Report 20 marks
Individual Oral 10 marks

Submission: In a single plastic sleeve you need to submit a group report, a hard copy of your PowerPoint slides (black and white is fine – colour not necessary) and a USB drive containing your electronic copy of your presentation. Please have all group members' names on a title page and staple all sheets together.

Do not use display folders.

Outcomes being assessed

- 3.2 explains the responsibilities of business to internal and external stakeholders (r/o 3)
- 4.1 explains the interrelationship between the internal and external factors on business (r/o 4)
- 4.2 describes the internal and external factors contributing to the success or failure of business (r/o 4)
- 5.1 selects, organises and evaluates information and sources for usefulness and reliability (r/o 5)
- 5.2 plans and conducts an investigation into business to present the findings in an appropriate business format (r/o 5)
- 5.3 communicates business information, ideas and issues, using relevant business terminology and concepts in appropriate forms (r/o 5)
- 5.4 uses planning and review strategies effectively to manage complex tasks and techniques appropriately in business contexts (r/o 5)
- 5.5 works independently and in groups to achieve appropriate goals in set timeframes (r/o 5)

Group Report and Oral Presentation

The following task should be performed in groups of 4 to 5. This task requires a group report and an in-class group oral presentation which addresses the scenario and requirements below.

Scenario

You and your group members have decided to establish a new surfboard making and beach equipment business. A major problem is that you do not have much business experience or money saved up to start the business. However you are all well known in the local community and are motivated to have a successful business.

As a group you need to prepare:

- A 10 minute oral presentation with PowerPoint slides – ALL group members must present and will be awarded an individual mark. Groups who go over the time limit will lose marks.
- A 1000 word written report (one report per group):
 - o Use sub-headings
 - o Size 12 font
 - o Paragraph spacing at 1½ line spacing
 - o Include all group members' names on a cover page – the same mark will be given to all group members for the report

Presentation and Report Requirements

The oral presentation and written report must address the following:

- a) A mission and vision statement. Decide as a group where you want the business to go and discuss possible goals. It will help to read other businesses' mission and vision statements on the internet.
- b) State the economic and social business goals that you would want your business to achieve in the first year. The goals need to follow the SMART principle:
 - Specific
 - Measurable
 - Achievable
 - Realistic
 - Timely

e.g. Compare “to make a profit” with “To increase profit by 5% over the next 12 months”.

- c) A discussion of how conflicts between different business goals would arise in your business and how you would overcome them.
- d) Identify and explain 4 specific internal and external influences on your business.
- e) Provide a diagram of the business life cycle. For each stage of the business life cycle:
 - i. Identify each stage
 - ii. Outline 3 **specific** challenges (e.g. financial, marketing, managerial, employment) that you will need to overcome.
 - iii. Explain how the business goals will need to change and demonstrate this with one example of a revised or new goal
- f) Imagine that the business has been running for five years and employs two more junior assistants. The business has a good reputation thanks to its high quality production, innovative design and internet sales. Identify 5 stakeholders of your business and explain how they will be affected if you, the owners and shareholders, decided to close down the business.

Marking Criteria – Group Written Report

<ul style="list-style-type: none">• States clear and relevant mission and vision and business goals using the SMART principle• Discusses in detail how business goals conflict and strategies to overcome them• Explains in detail the internal and external influences on the business• Provides an accurate diagram of the business life cycle and discusses challenges and goals for the business at each stage in detail• Provides a detailed explanation of stakeholders of the business• Presents and communicates information in a clear, structured and well-presented report format	17 – 20
<ul style="list-style-type: none">• States relevant mission and vision and business goals using the SMART principle• Discusses how business goals conflict and strategies to overcome them• Explains the internal and external influences on the business• Provides an accurate diagram of the business life cycle and discusses challenges and goals for the business at each stage• Provides an explanation of stakeholders of the business• Presents and communicates information in a clear, structured and well-presented report format	13 – 16
<ul style="list-style-type: none">• States relevant mission and vision and business goals• Describes how business goals conflict and strategies to overcome them• Describes the internal and external influences on the business• Provides a diagram of the business life cycle and describes challenges and goals for the business at each stage• Provides a description of stakeholders of the business• Presents and communicates information in a structured and well-presented report format	9 – 12
<ul style="list-style-type: none">• States mission and vision and business goals• Identifies how business goals conflict• Identifies internal and external influences on the business• Provides a diagram of the business life cycle and identifies challenges for each stage• Identifies stakeholders• Presents information	5 – 8
<ul style="list-style-type: none">• States mission and vision and business goals• Identifies internal OR external influences on the business• Provides a diagram of the business life cycle• Presents information	1 – 4

Marking Criteria – Oral Presentation	Mark
<ul style="list-style-type: none"> • Presents a detailed summary of the business • Information presented demonstrates thorough research and preparation • Extensive use of visual aids that reinforce information presented • Information is clearly presented • Maintains the interest of the audience throughout all of the presentation • Adheres to time frame 	8-10
<ul style="list-style-type: none"> • Presents general summary of the selected economies • Information presented demonstrates satisfactory preparation • Some use of visual aids that attempt to reinforce information presented but may lack quality or relevance • Information is clearly presented • Maintains the interest of the audience throughout parts of the presentation • Adheres to 4-5 minute time frame 	5-7
<ul style="list-style-type: none"> • Presents limited summary of the selected economies OR presents their written report. • Information presented demonstrates basic research • No use of visual aids OR visual aids are used but are not relevant or do not support information presented • Presentation fails to maintain the interest of the audience OR maintains interest throughout parts of the presentation • Exceeds OR does not meet the 4-5 minute time frame 	1-4

You will be assessed on your ability to:

- ⇒ Clearly convey the information to the audience
- ⇒ Present your information with the use of visual aids
- ⇒ Maintain the interest of the audience
- ⇒ Adhere to the allocated time frame

A hard copy of the presentation needs to be handed in on the due date of the assessment with the group report.