Assessment Task for Stage 6: Preliminary
Subject: Business Studies

Assessment Task No. 1 Due Date: 1st May 2017
Weighting: 25%

Due Date: 1st May 2017
Term 2 Week 2

Submission Instructions
- Submit the task by placing it in the Assessment Bin at the Student Foyer by 9:00am
- This cover sheet must be attached to the task.
- Times New Roman 12 point font is to be used.
- Penalty for non attendance on day of assessment or late submission
  - Assessments submitted after 9.00am on the due date will immediately receive a 50% mark penalty of the achieved mark.
  - Assessments submitted after 9.00am on the next day will receive a zero mark pending Illness/Misadventure certification and will still have to submit the task to fulfil the requirements of the course.
- A student who fails to present / perform at the allocated time will be awarded a zero and a revised date for the presentation / performance.

PLEASE NOTE: THIS TASK WILL NOT BE ASSESSED BY YOUR TEACHER UNLESS YOU HAVE ASSESSED YOUR PERFORMANCE BY HIGHLIGHTING OR TICKING THE APPROPRIATE BOXES ON THE ATTACHED ASSESSMENT CRITERIA

Outcomes being Assessed
P1 discusses the nature of business, its role in society and types of business structure
P2 explains the internal and external influences on businesses
P4 assesses the processes and interdependence of key business functions
P6 analyses the responsibilities of business to internal and external stakeholders
P8 evaluates information for actual and hypothetical business situations
P9 communicates business information and issues in appropriate formats

Student Confirmation
By submitting the task for marking, I acknowledge the following:
1. The work submitted is my own work and appropriate acknowledgement of all sources has been made.
2. I am aware that the work may be submitted to plagiarism detection processes for the purpose of detecting possible plagiarism.
3. Where the work of others is used and not acknowledged, a finding of plagiarism will be made and a mark of zero awarded and I will have to resubmit the task.
4. I have a copy of this assessment if the original is lost or stolen.

Student’s signature: ___________________________ Date: ______________
TASK DETAILS

1. Description of the Task

You have been hired as a business consultant to write a business report to the owners of Speedy Internet. You are given the following stimulus information.

“Taking the fast lane to success” is a goal of a business called Speedy Internet. This information technology business has been operating as a partnership for two years and has achieved rapid growth.

It is now finding the competition stronger, threatening its market share. The business has another problem in retaining its mainly young, highly educated and mobile staff.

You are asked to write a business report of 1000 words (refer to the attached report scaffold) to the owners of this business that:

- Describe the financial and social goals of business
- Explain four external influences on the business
- Analyse strategies to acquire and maintain appropriate staff

In your answer you will be assessed on how well you:

- Demonstrate knowledge and understanding relevant to the question
- Apply the hypothetical business situation
- Communicate using relevant business terminology and concepts
- Present a sustained, logical and cohesive response in the form of a business report

Terms used in assessing this task:

Analyse: Identify components and relationships between them / draw out and relate incidents
Describe: provide characteristics and features
Explain: make a relationship between things evident / provide why and/or how

2. Classroom Learning:

Students have been prepared to effectively complete this task through:

Learning to:

Examine contemporary business issues to:
- discuss strategies that could reconcile the conflicting interests of stakeholders
- compare and contrast approaches to management
- explain the benefits of quality management practices

Investigate aspects of business using hypothetical situations and actual business case studies to:
- identify the qualities of managers who have exhibited high personal and ethical standards
- analyse different ways of coordinating key business functions for an SME
- explain how SMEs manage change effectively

Learning about:

Influences in the business environment
• external influences – economic, financial, geographic, social, legal, political, institutional, technological, competitive situation, markets
• internal influences – products, location, resources, management and business culture
• stakeholders

**achieving business goals**
- profits, market share, growth, share price, social, environmental
- achieving a mix of the above goals
- staff involvement – innovation, motivation, mentoring, training

**management process**
- human resources
- recruitment
- training
- employment contracts
- separation – voluntary/involuntary
### Business Report Scaffold

You should always write in the **third person**.

<table>
<thead>
<tr>
<th>Features of a Business Report</th>
<th>What you might write /How you might set out your report</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TITLE</strong></td>
<td>Consultant’s Report on Speedy Internet</td>
</tr>
<tr>
<td><strong>EXECUTIVE SUMMARY</strong></td>
<td><strong>Executive Summary</strong></td>
</tr>
<tr>
<td></td>
<td><em>For Example:</em> This report describes the financial and social goals of, four external influences on and analyses how to acquire and maintain staff at Speedy Internet*</td>
</tr>
<tr>
<td><strong>BODY</strong></td>
<td><strong>1. Business Goals for Speedy Internet</strong></td>
</tr>
<tr>
<td></td>
<td>1.1 Financial Goals</td>
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<tr>
<td></td>
<td>1.2 Social Goals</td>
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<tr>
<td></td>
<td><strong>Describe</strong> the goals relevant to the business - refer to the stimulus material and the textbook from p 147**</td>
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<tr>
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<td><strong>2. External Influences</strong></td>
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<tr>
<td></td>
<td>2.1 First Influence</td>
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<td></td>
<td>2.2 Second Influence</td>
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<tr>
<td></td>
<td>2.3 Third Influence</td>
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<td></td>
<td>2.4 Fourth Influence</td>
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<td></td>
<td>In each section, <strong>explain</strong> how each external influence may affect Speedy Internet - refer to the stimulus material and the textbook from p 51.**</td>
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<td></td>
<td><strong>3. Strategies To Acquire and Maintain Staff</strong></td>
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<tr>
<td></td>
<td>Analyse strategies to acquire and maintain staff at Speedy Internet – refer to the stimulus**</td>
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<tr>
<td></td>
<td>Each strategy should have its own sub-heading, number and paragraph.**</td>
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<tr>
<td></td>
<td><em>(See the textbook from p 251)</em></td>
</tr>
<tr>
<td><strong>CONCLUSION</strong></td>
<td><strong>Section 5: Conclusion</strong></td>
</tr>
<tr>
<td></td>
<td>A summary of the main points.**</td>
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<tr>
<td></td>
<td>A conclusion based upon the contents of the report.</td>
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<tr>
<td>Assessment Criteria</td>
<td>ELEMENTARY ACHIEVEMENT</td>
</tr>
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<td>---------------------</td>
<td>------------------------</td>
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<tr>
<td>Marks 1 - 4</td>
<td>Marks 5 - 8</td>
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<tr>
<td>• identify a goal for the business</td>
<td>• identify a financial or social goal for the business</td>
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<td>• identify some external influences on the business</td>
<td>• outline some external influences on the business</td>
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<tr>
<td>• outline strategies to acquire or maintain staff effectively</td>
<td>• describe strategies to acquire and maintain staff effectively</td>
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<tr>
<td>• present information using paragraphs</td>
<td>• present a structured response</td>
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<tr>
<td>• communicate using a business term or concept</td>
<td>• communicate using business terminology or concepts</td>
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</table>