

Faculty: HSIE	Subject: Business Studies	Topic: Operations
Teacher: Nonnenmacher	Student:	
<p><b>Task Description:</b>  You are tasked with collecting and collating data on the Operations functions of a selected business. Once you have collected the information you are to write a business report which refers to contemporary issues faced by your chosen business.  Your response to <b>part B</b> will need to be 1000 words in length.</p> <p><b>Part A: (20 marks / 10 %)</b> Answer the following 10 questions.</p> <ol style="list-style-type: none"> <li>1. What are the Inputs, transformation processes and outputs for your business (3marks)?</li> <li>2. What are the goods being produced, in what quantity and are they standardised or customised (3 marks)?</li> <li>3. Explain how the operations function is interdependent with the other key functions (3 marks).</li> <li>4. Outline how the business develops its competitive advantage in relation to its operations processes (3mark)?</li> <li>5. Summarise the methods which are used to monitor production and control quality of the product (2 marks).</li> <li>6. List 4 challenges that the business faces in the current global market (2 marks).</li> <li>7. Determine how the business has adapted to changing global business conditions (2 marks).</li> <li>8. List and briefly discuss your businesses two main competitors (2 marks).</li> </ol> <p><b>Part B: (20 marks / 15%)</b> Select three different influences on operations and assess how they can affect the achievement of performance objectives.</p> <p><b>In your response you will be assessed on how well you:</b></p> <ul style="list-style-type: none"> <li>• Demonstrate knowledge and understanding relevant to the question.</li> <li>• Apply relevant business case study and contemporary business issues.</li> <li>• Communicate using relevant business terminology and concepts.</li> <li>• Presents a sustained, logical and cohesive response in the correct format.</li> </ul> <p><b>Relevant case studies:</b> (You will need to search for additional information) (you may select a different company, but consult with teacher first).  Apple: (booklet)  Virgin: (in text book)  McDonalds: <a href="https://corporate.mcdonalds.com/corpmcd/about-us/our-business-model.html">https://corporate.mcdonalds.com/corpmcd/about-us/our-business-model.html</a>  <a href="https://mcdonalds.com.au/learn/responsibility/maccas-and-the-environment">https://mcdonalds.com.au/learn/responsibility/maccas-and-the-environment</a>  <a href="https://mcdonalds.com.au/">https://mcdonalds.com.au/</a>  Microsoft: <a href="https://www.microsoft.com/en-au">https://www.microsoft.com/en-au</a>  <a href="https://medium.com/@wtfmitchel/5-big-problems-microsoft-f6b2733eb2a4">https://medium.com/@wtfmitchel/5-big-problems-microsoft-f6b2733eb2a4</a>  Qantas: collect booklet from Mr Nonnenmacher)  Coca Cola: <a href="http://www.afrbiz.com.au/companies/coca-cola.html">http://www.afrbiz.com.au/companies/coca-cola.html</a>  <a href="https://www.coca-colajourney.com.au/">https://www.coca-colajourney.com.au/</a></p>		
<p><b>Outcomes:</b>  H2: evaluates management strategies in response to changes in internal and external influences.  H3: discusses the social and ethical responsibilities of management.  H4: analyses business functions and processes in large and global businesses.  H5: explains management strategies and their impact on businesses.</p>		

H9: communicates business information, issues and concepts in appropriate formats.	
<b>Weighting: 30% of HSC assessment grade.</b>	
<b>Date given:</b>	<b>Date due:</b> Friday December 7 <sup>th</sup> , 2018
<b>Task Guidelines:</b> see attached marking guidelines	
<b>Advice on referencing:</b> Acknowledge all references (including those provided as a guide, if used) as per your assessment guidelines.	
<b>Penalties:</b> As per assessment guidelines booklet.	
<b>Please note:</b> that plagiarism, the using of the work of others without acknowledgement, will incur serious penalties and may result in a zero award.	

### PART A: Marking Guidelines

Question:	Mark:	Description
<b>1</b>	<b>3</b>	Correctly identifies the Inputs, transformation processes and outputs for selected business.
	<b>2</b>	Identifies some of the Inputs, transformation processes and outputs for selected business.
	<b>0-1</b>	May identify some of the Inputs, transformation processes and outputs for selected business.
<b>2</b>	<b>3</b>	Is able to identify the goods being produced, in what quantity and are they standardised or customised.
	<b>2</b>	Is able to identify most the goods being produced, in what quantity and if they standardised or customised.
	<b>0-1</b>	Is able to identify the some or none of goods being produced, in what quantities and if they standardised or customised.
<b>3</b>	<b>3</b>	Is able to succinctly explain the operations function and it's interdependence with the other key functions.
	<b>2</b>	Is able to mostly explain the operations function and it's interdependence with the other key functions.
	<b>0-1</b>	Provides a basic outline or nothing in relation to the operations function and it's interdependence with the other key functions.
<b>4</b>	<b>3</b>	Student is able to outline how the business has developed its

		competitive advantage in relation to its operations processes.
	<b>2</b>	Student is able to outline some points on how the business has developed its competitive advantage in relation to its operations processes.
	<b>0-1</b>	Student is briefly mentions how the business has developed its competitive advantage and may discuss in basic terms operations processes.
<b>5</b>	<b>2</b>	Student can briefly outline the methods which are used by the business to monitor production and control the quality of the finished product.
	<b>0-1</b>	Student may make mention of the production process.
<b>6</b>	<b>2</b>	Is able to list four challenges faced by the business in the global market.
	<b>0-1</b>	List 2 or less challenges faced by the business in the global market.
<b>7</b>	<b>2</b>	Discusses how the business has adapted to changing global business conditions.
	<b>0-1</b>	May mention how the business has adapted to changing global business conditions
<b>8</b>	<b>2</b>	Is able to list and discuss two competitors to the elected business.
	<b>0-1</b>	Student may list some businesses which are competitors for selected business.

**Part B: Marking guidelines:**

<b>Criteria:</b>	<b>Marks:</b>
<ul style="list-style-type: none"> <li>• Clearly identifies and incorporates case study throughout the response.</li> <li>• Comprehensively identifies three influences and explains their effect on the achievement of performance objectives of the business.</li> <li>• Clearly and accurately links the three influences and explains their effects on performance objectives of the business.</li> <li>• Presents a logical well-developed answer to the question and clearly communicates using business terminology and concepts.</li> </ul>	<b>17-20</b>
<ul style="list-style-type: none"> <li>• Identifies and incorporates the case study throughout the response.</li> <li>• Clearly identifies three influences and explains their effect on the achievement of performance objectives of the business.</li> <li>• Links the influences to and their effect on performance objectives of a business.</li> <li>• Presents a well-developed answer to the question and communicates appropriate business terminology and concepts.</li> </ul>	<b>13-16</b>
<ul style="list-style-type: none"> <li>• Describes the business case study and makes some reference to them in report.</li> <li>• Identifies 3 influences and makes limited reference to their effect on performance objectives.</li> <li>• Provides limited information on influences or performance objectives.</li> <li>• Communicates using some correct terminology and concepts.</li> </ul>	<b>9-12</b>
<ul style="list-style-type: none"> <li>• Describes the business case study.</li> <li>• Identifies up to 3 influences and makes limited reference to their effect on performance objectives.</li> <li>• Provides limited information on influences or performance objectives.</li> <li>• Communicates using some terminology.</li> </ul>	<b>5-8</b>
<ul style="list-style-type: none"> <li>• Makes some reference to case study.</li> <li>• Outlines limited operation influences.</li> <li>• Lists limited information on influences or performance objectives.</li> <li>• Uses basic business terminology.</li> </ul>	<b>0-4</b>