

## SENIOR ASSESSMENT PROGRAM

<b>Faculty: HSIE</b>	<b>Subject: Preliminary Business Studies</b>	<b>Topic: Business Planning</b>
<b>Teachers: Mr Nonnenmacher and Ms Harris</b>	<b>Student:</b>	
<p><b>Task Description: Business Plan</b></p> <p>In a group of 2 – 4 people you are to research, develop and then implement a business at OHS for the duration of a school lunch.</p> <p>This tasks involves four parts:</p> <ol style="list-style-type: none"> <li><b>1. Project brief and pitch – due Week 1, Term 3</b> <ul style="list-style-type: none"> <li>• You will develop a Project Brief to present to the Business Manager in order to receive \$100 seed funding.</li> <li>• Use the template provided.</li> <li>• You will present your pitch in person to the Business Manager during week 1 of term 3. You will need to submit the written project brief at this pitch meeting.</li> </ul> </li> <li><b>2. Business Plan – due Week 6 (Nonnenmacher) and Week 7 (Harris)</b> <ul style="list-style-type: none"> <li>• Develop a business plan using the supplied template.</li> <li>• To develop this plan you are required to undertake market research (surveys) to determine your target market and product to sell.</li> <li>• Include all relevant documents in the appendices, including the project brief.</li> </ul> </li> <li><b>3. Market Day – Week 5 (Nonnenmacher) and Week 6 (Harris)</b> <ul style="list-style-type: none"> <li>• If you are selling food, you are required to write a professional letter to the canteen detailing when you are undertaking your business and what you will be selling.</li> <li>• You will need to write a letter to the appropriate person/people if you require any school equipment, to seek permission.</li> <li>• Develop marketing materials, such as posters, to promote your business</li> </ul> </li> <li><b>4. Business Report – in class, week 7</b> <ul style="list-style-type: none"> <li>• Each student will then individually in class write a short business report on an unseen stimulus question in relation to Business Planning.</li> <li>• You are able to bring in any hard copy documents to help you.</li> </ul> </li> </ol> <p>Groups will be given a minimum of four class lessons to help them prepare.</p>		
<p><b>Outcomes/Content Assessed:</b></p> <p>P3 describes the factors contributing to the success or failure of small to medium enterprises  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  P10 applies mathematical concepts appropriately in business situations</p>		
<p><b>Weighting(s): 35 % of total preliminary assessment.</b></p> <p>20% for Business Plan.  15% for in class response.</p> <p>Mark out of 45.</p>		

<b>Date Given:</b> Week 9 Term 2 2020.	<b>Date of Completion:</b> Term 3, Week 7 (see due dates for different parts above)
<b>On OHS website</b>	<b>Circle:</b> Yes            No
<b>Advice on acknowledging of References: please refer to preliminary Course Guidelines. The main references used should be listed on the back of your business plan.</b>	
<b>Please Note:</b> that plagiarism, the using of the work of others without acknowledgement, will incur serious penalties and may result in zero award. Any cheating will also incur penalties.	

### Marking guidelines – Business Plan

Criteria	Mark
<ul style="list-style-type: none"> <li>• Successfully completes a comprehensive Business Plan to an outstanding level.</li> <li>• Demonstrates ability to evaluate information for actual business situations and then is able to communicate business information and issues in appropriate formats.</li> <li>• Compiles all required primary data as well as undertaking the development of a business.</li> <li>• Is able to organise, structure and communicate business information and issues in a timely manner using correct formats.</li> </ul>	25-21. Outstanding
<ul style="list-style-type: none"> <li>• Demonstrates a thorough understanding of how to compile a Business Plan to a high standard.</li> <li>• Demonstrates ability to evaluate information for actual business situations and then is able to communicate business information and issues in appropriate formats.</li> <li>• Compiles all required primary data as well as undertaking the development of a business.</li> <li>• Is usually able to organise, structure and communicate business information and issues in a timely manner using correct formats.</li> </ul>	20 – 16. High
<ul style="list-style-type: none"> <li>• Successfully completes a Business Plan to a sound standard.</li> <li>• Demonstrates a sound ability to evaluate information for actual business situations and then is able to communicate business information and issues in appropriate formats.</li> <li>• Compiles most of the required primary data as well as undertaking the development of a business.</li> <li>• Is sometimes able to organise, structure and communicate business information and issues in a timely manner using correct formats.</li> </ul>	15 – 11. Sound
<ul style="list-style-type: none"> <li>• Completes a Business Plan to a Basic standard.</li> <li>• Demonstrates a basic ability to evaluate information for actual business situations and then is able to communicate business information and issues in appropriate formats.</li> <li>• Compiles some of the required primary data as well as undertaking the development of a business.</li> <li>• Is occasionally able to organise, structure and communicate business information and issues in a timely manner using correct formats.</li> </ul>	10 – 5. Basic
<ul style="list-style-type: none"> <li>• Completes some sections of a Business Plan to a limited standard.</li> <li>• Demonstrates a limited ability to evaluate information for actual business situations and then is able to communicate to a limited level business information and issues in appropriate formats.</li> </ul>	4 – 0. Limited

<ul style="list-style-type: none"> <li>• Compiles no primary data.</li> <li>• Is rarely able to organise, structure and communicate business information and issues in a timely manner using correct formats.</li> </ul>	
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Teacher comments:

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### Report – Marking Guidelines

Criteria	Mark
<ul style="list-style-type: none"> <li>• Student is able to write and structure a business report using the correct processes to an outstanding level.</li> <li>•Draws out and clearly relates the effect of business planning to the success of a business.</li> <li>• Applies relevant case study/studies and contemporary business issues</li> <li>• Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts.</li> </ul>	20-16. Outstanding
<ul style="list-style-type: none"> <li>• Student is able to write and structure a business report using the correct processes to a high level.</li> <li>•Discusses and clearly relates the effect of business planning to the success of a business.</li> <li>• Applies relevant case study/studies and contemporary business issues</li> <li>• Presents a sustained, logical and cohesive response and communicates using relevant business terminology and concepts.</li> </ul>	15 – 12. High
<ul style="list-style-type: none"> <li>• Student is able to write and structure a business report using the correct processes to a sound level.</li> <li>•Can relate the effect of business planning to the success of a business.</li> <li>• Applies some relevant case study/studies and contemporary business issues</li> <li>• Presents a response which is at times logical and cohesive.</li> <li>•Communicates using some relevant business terminology and concepts.</li> </ul>	11 – 8. Sound
<ul style="list-style-type: none"> <li>• Student is able to write and structure a business report to a basic level.</li> <li>•Can at times relate the effect of business planning to the success of a business.</li> <li>• sometimes uses relevant case study/studies and contemporary business issues</li> <li>• Presents a response with many errors and rarely is cohesive</li> <li>•Communicates sometimes using relevant business terminology and concepts.</li> </ul>	7 – 4. Basic
<ul style="list-style-type: none"> <li>• Student is able to write and structure a business report to a limited level.</li> <li>•Makes a minimal attempt to relate the effect of business planning to business success.</li> <li>• Rarely uses relevant case study/studies and contemporary business issues.</li> <li>• Communicates rarely using some relevant business terminology and concepts.</li> </ul>	3 – 0. Limited

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