

Faculty: HSIE	Subject: Business Studies	Topic: Operations
Teacher: Nonnenmacher/Harris	Student:	

**Task Description:**

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 **part B** will need to be 1000 words in length.

**Part A: (20 marks / 10 %)** Answer the following 10 questions.

1. What are the Inputs, transformation processes and outputs for your business (3 marks)?
2. What are the goods being produced, in what quantity and are they standardised or customised (3 marks)?
3. Explain how the operations function is interdependent with the other key functions (3 marks).
4. Outline how the business develops its competitive advantage in relation to its operations processes (3 marks)?
5. Summarise the methods which are used to monitor production and control quality of the product (2 marks).
6. List 4 challenges that the business faces in the current global market (2 marks).
7. Determine how the business has adapted to changing global business conditions (2 marks).
8. List and briefly discuss your businesses two main competitors (2 marks).

**Part B: (20 marks / 15%)** Select three different influences on operations and assess how they can affect the achievement of performance objectives.

**In your response you will be assessed on how well you:**

- Demonstrate knowledge and understanding relevant to the question.
- Apply relevant business case study and contemporary business issues.
- Communicate using relevant business terminology and concepts.
- Presents a sustained, logical and cohesive response in the correct format.

**Relevant case studies:** (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: <https://corporate.mcdonalds.com/corpmcd/about-us/our-business-model.html>  
<https://mcdonalds.com.au/learn/responsibility/maccas-and-the-environment>  
<https://mcdonalds.com.au/>

Microsoft: <https://www.microsoft.com/en-au>  
<https://medium.com/@wtfmitchel/5-big-problems-microsoft-f6b2733eb2a4>

Qantas: (collect booklet from Mr Nonnenmacher)

Coca Cola: <http://www.afrbiz.com.au/companies/coca-cola.html>  
<https://www.coca-colajourney.com.au/>

**Outcomes:**

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.

H9: communicates business information, issues and concepts in appropriate formats.	
<b>Weighting: 30% of HSC assessment grade.</b>	
<b>Date given:</b> Week 2, Term 4	<b>Date due:</b> Friday 4 <sup>th</sup> December, 2020 (Week 8)
<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
1	3	Correctly identifies the Inputs, transformation processes and outputs for selected business.
	2	Identifies some of the Inputs, transformation processes and outputs for selected business.
	0-1	May identify some of the Inputs, transformation processes and outputs for selected business.
2	3	Is able to identify the goods being produced, in what quantity and are they standardised or customised.
	2	Is able to identify most the goods being produced, in what quantity and if they standardised or customised.
	0-1	Is able to identify the some or none of goods being produced, in what quantities and if they standardised or customised.
3	3	Is able to succinctly explain the operations function and it's interdependence with the other key functions.
	2	Is able to mostly explain the operations function and it's interdependence with the other key functions.
	0-1	Provides a basic outline or nothing in relation to the operations function and it's interdependence with the other key functions.
4	3	Student is able to outline how the business has developed its competitive advantage in relation to its operations processes.
	2	Student is able to outline some points on how the business has developed its competitive advantage in relation to its operations processes.
	0-1	Student is briefly mentions how the business has developed its competitive advantage and may discuss in basic terms operations processes.
5	2	Student can briefly outline the methods which are used by the business to monitor production and control the quality of the finished product.
	0-1	Student may make mention of the production process.
6	2	Is able to list four challenges faced by the business in the global market.
	0-1	List 2 or less challenges faced by the business in the global market.
7	2	Discusses how the business has adapted to changing global business conditions.
	0-1	May mention how the business has adapted to changing global business conditions
8	2	Is able to list and discuss two competitors to the elected business.
	0-1	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>