

## SENIOR ASSESSMENT PROGRAM

<b>Faculty:</b> HSIE	<b>Subject:</b> Preliminary Business Studies	<b>Topic:</b> Business Planning
<b>Teachers:</b> Mr Nonnenmacher and Mr Paine		<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 3, Term 2</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 or Principal. You will need to submit the written project brief at this pitch meeting.</li> </ul> </li> <li><b>2. Market Day – Week 6 (Nonnenmacher) and Week 7 (Paine)</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>3. Business Plan – due Week 8 (Nonnenmacher and Paine)</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>4. Business Report – in class, week 8</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> <b>Week 11 Term 1 2022</b>	<b>Date of Completion:</b> <b>Week 8 Term 2 2022 (see due dates for different parts above)</b>
<b>On OHS website</b>	<b>Circle:</b> <b>Yes</b> <b>No</b>
<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

<b>5 marks</b>	Is able to organise, structure and communicate business information and issues in a timely manner using correct formats.	Compiles all required primary data as well as undertaking the development of a business.	Demonstrates ability to critically evaluate information for actual business situations and communicates business information and issues to a professional standard.	Successfully completes a comprehensive Business Plan to an outstanding level.
<b>4 marks</b>	Is usually able to organise, structure and communicate business information and issues in a timely manner using correct formats	Compiles all required primary data, but with some inaccuracies, as well as undertaking the development of a business.	Demonstrates ability to evaluate information for actual business situations and then is able to communicate business information and issues in appropriate formats.	Demonstrates a thorough understanding of how to compile a Business Plan to a high standard.
<b>3 marks</b>	Is sometimes able to organise, structure and communicate business information and issues in a timely manner using correct formats.	Compiles most of the required primary data as well as undertaking the development of a business.	Demonstrates a sound ability to evaluate information for actual business situations and then is able to communicate business information and issues in appropriate formats.	Successfully completes a Business Plan to a sound standard.
<b>2 marks</b>	Is occasionally able to organise, structure and communicate business information and issues in a timely manner using correct formats.	Compiles some of the required primary data as well as undertaking the development of a business.	Demonstrates a basic ability to evaluate information for actual business situations and then is able to communicate business information and issues in appropriate formats.	Completes a Business Plan to a Basic standard.
<b>1 mark</b>	Is rarely able to organise, structure and communicate business information and issues in a timely manner using correct formats.	Compiles no primary data.	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.	Completes some sections of a Business Plan to a limited standard.
<b>0 marks</b>	<i>Insufficient evidence</i>	<i>Insufficient evidence</i>	<i>Insufficient evidence</i>	<i>Insufficient evidence</i>
<b>Outcomes</b>	<b>P9 communicates business information and issues in appropriate formats</b>	<b>P10 applies mathematical concepts appropriately in business situations</b>	<b>P8 evaluates information for actual and hypothetical business situations</b>	<b>P7 plans and conducts investigations into contemporary business issues</b>

Mark:    /20

Teacher comments:

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## Marking Guidelines – Business Report

<b>5 marks</b>	Student is able to write a sustained, logical, cohesive and structured business report clearly using relevant business terminology and concepts.	Draws out and clearly relates the effect of business planning to the success of a business.	Integrates relevant case study/studies and contemporary business issues
<b>4 marks</b>	Student is able to write and sustained, logical, cohesive and structured business report using relevant business terminology and concepts.	Discusses and clearly relates the effect of business planning to the success of a business.	Applies relevant case study/studies and contemporary business issues
<b>3 marks</b>	Student is able to write and structure a business report, which is at time logical and cohesive, using some relevant business terminology and concepts.	Can relate the effect of business planning to the success of a business.	Applies some relevant case study/studies and contemporary business issues
<b>2 marks</b>	Student is able to write and structure a business report to a basic level, sometimes using relevant business terminology and concepts.	Can at times relate the effect of business planning to the success of a business.	Sometimes uses relevant case study/studies and contemporary business issues
<b>1 mark</b>	Student is able to write and structure a business report to a limited level, rarely using relevant business terminology and concepts.	Makes a minimal attempt to relate the effect of business planning to business success.	Rarely uses relevant case study/studies and contemporary business issues.
<b>0 marks</b>	<i>Insufficient evidence</i>	<i>Insufficient evidence</i>	<i>Insufficient evidence</i>
<b>Outcomes</b>	<b>P9 communicates business information and issues in appropriate formats</b>	<b>P3 describes the factors contributing to the success or failure of small to medium enterprises</b>	<b>P8 evaluates information for actual and hypothetical business situations</b>

Mark:    /15

Teacher comments:

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