Business 2019 v1.1

IA2 sample assessment instrument

September 2018

Investigation — business report (25%)

This sample has been compiled by the QCAA to assist and support teachers in planning and developing assessment instruments for individual school settings.

Assessment objectives

This assessment instrument is used to determine student achievement in the following objectives:

1. describe business environments and situations relating to strategic markets in the maturity stage of the business life cycle

2. explain business concepts, strategies and processes relating to strategic development

3. select data and information relating to a hostile competitive business situation and environment to analyse the business situation using analytical tools

4. interpret relationships, patterns and trends to draw conclusions about implications of strategic development

5. evaluate marketing and operational strategies for strategic development to make decisions and propose recommendations

6. create a business report that communicates strategic development to suit purpose and audience.

For all Queensland schools

Subject	Business	Instrument no.	IA2
Technique	Investigation — business report		
Unit	3: Business diversification		
Topic	2: Strategic development		

Conditions

Duration	4 weeks duration including 8 hours of time allocation for Unit 3		
Mode	Written	Length	1500–2000 words
Individual/ group	Individual	Other	—
Resources available	—		

Context

'Everyone can innovate. Innovation means coming up with new ways of doing things. Bringing innovation into your business can help you save time and money and give you the competitive advantage to grow and adapt your business in the marketplace.'

Business.gov.au 'Develop a strategy for innovation' 31 August 2018, https://www.business.gov.au/change-and-growth/innovation; accessed 13 September, 2018. © Commonwealth of Australia 2018.

Task

Investigate an authentic business that is in the maturity stage of the business life cycle and operating in a highly competitive and hostile environment. Focus on a specific problem faced by that business to examine a branding strategy (marketing) and a total quality management strategy (operations) implemented by the business.

Create a business report that communicates strategic development to the business owner/manager.

To complete this task, you must:

- describe the business situation, including the specific problem and its competitive environment
- explain the business's branding and total quality management goals, processes and strategies (including leadership and management) relating to its current strategic development
- select data and information from primary and secondary sources to analyse the existing branding and total quality management strategies of the business using two forms of analysis
- interpret the relationships, patterns and trends of the business's branding and total quality management strategies to draw conclusions about strategic development
- evaluate one existing and one alternative branding strategy using three of the following criteria: effectiveness, efficiency, competitiveness and stakeholder satisfaction
- evaluate one existing and one alternative total quality management strategy using the same three criteria used above
- make decisions about the best branding and total quality management strategies to implement and propose recommendations.

Stimulus

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Checkpoints
☐ Week 1: Planning — forming research methodology
☐ Week 2: Progress check — locating and gathering data, information and sources
☐ Week 3: Draft — business report
☐ Week 4: Submit — final written business report

Criterion	Marks allocated	Result
Describing Assessment objective 1	3	
Explaining Assessment objective 2	3	
Analysing Assessment objective 3	5	
Synthesising Assessment objective 4	4	
Evaluating Assessment objective 5	5	
Communicating Assessment objective 6	5	
Total	**25**	

Authentication strategies
• The teacher will collect and annotate draft.
• Students must submit a declaration of authenticity.
• The teacher will ensure class cross-marking occurs.

Scaffolding
• Cite sources using in-text referencing in the body of the response. • Provide a reference list of primary and secondary sources. • Sequence and organise ideas, supported by visual representations. • Use language conventions to communicate strategic development.

Instrument-specific marking guide

Criterion: Describing

Assessment objective

1. describe business environments and situations relating to strategic markets in the maturity stage of the business life cycle

The student work has the following characteristics:	Marks
• accurate recognition of significant and relevant business facts and characteristics • comprehensive descriptions of the business environment and situation relating to strategic development • purposeful use of business terminology.	3
• accurate recognition of relevant business facts and characteristics • adequate descriptions of the business environment and situation relating to strategic development • appropriate use of business terminology.	2
• inaccurate or irrelevant recognition of business facts or characteristics • rudimentary descriptions of the business environment and/or situation relating to strategic development • inappropriate use of business terminology.	1
• does not satisfy any of the descriptors above.	0

Criterion: Explaining

Assessment objective

2. explain business concepts, strategies and processes relating to strategic development

The student work has the following characteristics:	Marks
• accurate identification of the significant and relevant elements of business concepts, strategies and processes relating to strategic development • comprehensive explanation of the significant relationships associated with business concepts, strategies and processes relating to strategic development • purposeful use of business terminology.	3
• accurate identification of the relevant elements of business concepts, strategies and processes relating to strategic development • adequate explanation of the basic relationships associated with business concepts, strategies and processes relating to strategic development • appropriate use of business terminology.	2
• inaccurate identification of the basic elements of business concepts, strategies or processes relating to strategic development • rudimentary explanation of the basic relationships associated with business concepts, strategies or processes relating to strategic development • inappropriate use of business terminology.	1
• does not satisfy any of the descriptors above.	0

Criterion: Analysing

Assessment objective

3. select data and information relating to a hostile competitive business situation and environment to analyse the business situation using analytical tools

The student work has the following characteristics:	Marks
• discerning selection of significant and relevant data and information from primary and secondary sources for strategic development • discerning use of data and information to support the analysis • insightful analysis of the business situation.	4–5
• familiar selection of relevant data and information from primary and/or secondary sources for strategic development • adequate use of data and information to support the analysis • appropriate analysis of the business situation.	2–3
• inconsistent selection of irrelevant data or information • narrow use of data or information • irrelevant analysis or partial statements about the business situation.	1
• does not satisfy any of the descriptors above.	0

Criterion: Synthesising

Assessment objective

4. interpret relationships, patterns and trends to draw conclusions about implications of strategic development

The student work has the following characteristics:	Marks
• insightful recognition of relevant relationships, patterns and trends • discriminating interpretation of the effects on the business situation • purposeful synthesis of implications of strategic development to draw conclusions for the business situation.	3–4
• adequate recognition of obvious relationships, patterns and trends • basic interpretation of the effects on the business situation • narrow synthesis of implications of strategic development to draw conclusions for the business situation.	2
• partial recognition of irrelevant or superficial relationships, patterns or trends in analysis • inconsistent or partial interpretation of the business situation • irrelevant synthesis or partial statements of the business situation.	1
• does not satisfy any of the descriptors above.	0

Criterion: Evaluating

Assessment objective

5. evaluate marketing and operational strategies for strategic development to make decisions and propose recommendations

The student work has the following characteristics:	Marks
• proficient use of criteria to make perceptive judgments for marketing and operational strategies relating to strategic development • thoroughly justified decisions for the business situation • appropriate recommendations significant for the business situation.	4–5
• credible use of criteria to make appropriate judgments for marketing and operational strategies relating to strategic development • justified decisions for the business situation • plausible recommendations for the business situation.	2–3
• superficial or inconsistent judgments for marketing or operational strategies • unresolved or partial decision for the business situation • unrelated or partial recommendation for the business situation.	1
• does not satisfy any of the descriptors above.	0

Criterion: Communicating

Assessment objective

6. create a business report that communicates strategic development to suit purpose and audience

The student work has the following characteristics:	Marks
• concise and logical sequencing and organisation of ideas in the business report • features of the business report genre and recognised referencing conventions are consistently adhered to • minimal errors in spelling, grammar, punctuation and referencing.	4–5
• clear sequencing and organisation of ideas in the business report • features of the business report genre and recognised referencing conventions are adhered to • some errors in spelling, grammar, punctuation and referencing.	2–3
• unresolved or partial sequencing and organisation of ideas • features of the business report genre and/or referencing conventions are inconsistently demonstrated • frequent errors in spelling, grammar and punctuation impede communication.	1
• does not satisfy any of the descriptors above.	0