

PICTON HIGH SCHOOL

Creating Opportunities Achieving Success



Year: 11 Subject: Business Studies

Due Date: Term 1, Week 8- Wed 20 March.	Assessment Name: The Nature of Business
Mark/Grade: 20 Marks	Weighting (if applicable): 30%

TASK DESCRIPTION:

You are to write a business report based on the information below and submit this by 9am on the due date. This is a take home task.

Chris and John had met each other and developed their friendships by working at a major Sydney restaurant. John has recently proposed to Chris the idea of opening their own restaurant in the Wollondilly Shire since they have developed good experience in the restaurant business and are both passionate about working with food preparation. Chris is excited about it and would like to seriously plan for the venture. Chris and John realise that setting up a restaurant from scratch is a major step and requires a lot of planning, good management of resources, outlaying a lot of capital as well as many other considerations. Moreover, they admit that they are not familiar with the legal side of things and how they can market their business successfully. They have come to the conclusion that they need some expert advice before they commit to the venture.

You have been employed as a business consultant to advise Chris and John. Your business report will:

- Explain the most appropriate legal structure for this business venture.
- Discuss the impact of TWO external and TWO internal influences on this business.
- Recommend strategies this business could use in the stage of the business cycle they are in.

You are expected to interpret the information/stimulus provided using your accumulated knowledge and understanding of the Business Studies syllabus. The directive term used in the question tells you the approach to take and depth to write under each heading.

SYLLABUS OUTCOMES TO BE ASSESSED:

P1- Discusses the nature of business, its role in society and types of business structure.

P2- Explains the internal and external influences on businesses.

P8- Evaluates information for actual and hypothetical business situations.

P9- Communicates business information and issues in appropriate formats.

DIRECTIVES TO BE ASSESSED:

Explain- Relate cause and effect; make the relationships between things evident; provide why and/or how.

Discuss- Identify issues and provide points for and/or against.

Recommend- Provide reasons in favour.

ASSESSMENT CRITERIA AND STUDENT CHECKLIST

- You may submit ONE draft to your teacher for feedback.

Check your assessment booklet for the current PHS Assessment Policy procedures, located on the school's website. This includes information on submission dates, plagiarism, malpractice and the use of AI.

Marking Criteria

Criteria	Marks
<ul style="list-style-type: none"> Explains accurate and relevant reasons for the most appropriate legal structure for Chris and John Provides a comprehensive discussion on how TWO external and TWO internal influences may impact this business Provides detailed strategies and gives reasons why this business can use strategies in the relevant business cycle stage Makes effective use of the information provided, demonstrating extensive knowledge and understanding relevant to the question Presents a sustained, logical and cohesive business report integrating relevant business terminology and concepts 	17-20
<ul style="list-style-type: none"> Explains relevant reasons for the most appropriate legal structure for Chris and John Provides a detailed outline on how TWO external and TWO internal influences may impact this business Provides strategies and gives reasons why this business can use strategies in the relevant business cycle stage Makes some use of the information provided, demonstrating some knowledge and understanding relevant to the question Presents a logical and cohesive business report using relevant business terminology and concepts 	13-16
<ul style="list-style-type: none"> Explains a reason for the most appropriate legal structure for Chris and John Provides an outline on how TWO external and TWO internal influences may impact this business Provides strategies the business can use in the relevant business cycle stage Makes some use of the information provided, demonstrating basic knowledge and understanding relevant to the question Presents a logical business report using some relevant business terminology and concepts 	9-12
<ul style="list-style-type: none"> Identifies a legal structure for Chris and John Provides a limited outline on how TWO external and TWO internal influences may impact this business May refer to general strategies the business can use in the relevant business cycle stage Makes limited use of the information provided, demonstrating limited knowledge and understanding relevant to the question May include some features of a business report using basic business terminology 	5-8
<ul style="list-style-type: none"> Identifies a legal structure May refer to external or internal influences May refer to general strategies the business can use in the relevant business cycle stage Makes limited use of the information provided, demonstrating limited knowledge and understanding May include some features of a business report using basic and limited business terminology 	1-4

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