



YEAR 12 HSC Business Studies

Operations

Due Date: Friday 30 nd of November, Period 2	Assessment Name: Operations task
Mark: /20	Weighting: 20%

SYLLABUS OUTCOMES TO BE ASSESSED:

H2 evaluates management strategies in response to changes in internal and external influences

H5 explains management strategies and their impact on businesses

H7 plans and conducts investigations into contemporary business issues

DIRECTIVES TO BE ASSESSED:

Evaluate: Make a judgement based on criteria; determine the value of

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

TASK DESCRIPTION:

Your task is to write a BUSINESS REPORT STYLE FORMAT including an EXECUTIVE SUMMARY using the stimulus provided below and further research should be carried out by yourself on the Industry. Maximum word limit of 1500 words

Tesla Motors Inc is a manufacturer of fully electric automobiles, such as the Roadster, Model S, X and the low-cost Model 3. Tesla's Australian customers are mostly men and women aged 35 and over who have a high disposable income. The business has used mass production in the USA to produce a high-volume car with different styles of varying speeds and battery capacity. Tesla is looking to expand into foreign production and markets. New models are typically updated every three years. Recently, Tesla has experienced:

- *failure to meet sales due to production issues (Originally Tesla had 450 thousand reservations for the Model 3)*
- *increased rate of customers returning products due to faults and poor workmanship*
- *increased wastage of materials*

Market research has revealed that the target market is willing to purchase an electric car but are concerned with costs, battery range and production delays.

The board of directors of Tesla have decided to seek the advice of a business consultant about strategies to ensure the business remains competitive.

In your report you must, **evaluate** the changing internal and external influences on Tesla's operational processes & **explain** ONE operation management strategy and the potential impact on Tesla Motors.

ASSESSMENT CRITERIA – STUDENT CHECKLIST:

You will be assessed on your ability to:

- Demonstrates knowledge and understanding in the **evaluation** and **explanation** section of the report
- communicate using relevant terminology, concepts and contemporary business issues
- present a sustained, logical and cohesive response in the form of a Business Report including an executive summary

MARKING GUIDELINES

Guideline	Mark/Grade
<ul style="list-style-type: none"> - Demonstrates an outstanding and comprehensive judgment to determine value of internal and external influences on the operations processes H2 - Demonstrates a comprehensive cause and effect that shows the management strategy and the impact on the business H5 - Presents a sustained, logical and well-structured business report and clearly communicates using appropriate business terminology and concepts H7 	17 - 20
<ul style="list-style-type: none"> - Demonstrates a high-level knowledge and judgment of the internal and external influences on the operational processes of the business H2 - Demonstrates a high-level cause and effect that shows the management strategy and the impact on the business H5 - Presents a logical and structured business report and communicates using appropriate business terminology and concepts H7 	13 - 16
<ul style="list-style-type: none"> - Demonstrates a sound judgment of the business operational processes and the internal and external influences on operations H2 - Describes some changes/impacts to operations to a sound level H5 - Presents an organised response and communicates using some business terminology and concepts H7 	9 - 12
<ul style="list-style-type: none"> - Demonstrates a basic judgment of the influences or processes or refers to influences in general terms H2 - Describes or outlines some information about operations H5 - Demonstrates basic knowledge and communicates using some business terminology that is basically structured H7 	5 - 8
<ul style="list-style-type: none"> - Demonstrates a limited judgment of the influences/processes or refers to influences in general terms H2 - Outlines some information about operations strategies with limited impact on business H5 - Communicates using some business terminology with limited structure H7 	1 - 4