

PICTON HIGH SCHOOL

Creating Opportunities Achieving Success



YEAR 12 BUSINESS STUDIES ASSESSMENT TASK NOTIFICATION

Due Date: Friday 29th November 2019 Week 7	Assessment Name: Operations Research Task
Marks: 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:

- Assess - Make a judgement of value, quality, outcomes, results or size
- Describe - Provide characteristics and features
- Outline - Sketch in general terms; indicate the main features of
- Evaluate - Make a judgement based on criteria; determine the value of

TASK DESCRIPTION:

You are required to investigate the current operations management practices for IPHONE. You will then need to prepare a **business report**.

Your report should cover the following:

- Describe the influences of operations management at APPLE IPHONE
- Assess the relationship between operations, marketing and finance management at APPLE IPHONE
- Outline the processes APPLE IPHONE uses to achieve their production goals
- Evaluate how IPHONE's operations management strategies can help sustain its competitive advantage

You will need to submit the assignment in **report form**. This involves the use of sub-headings, direct language, diagrams / tables where appropriate and business terminology. An accurate bibliography must also be included. All material should be referenced according to the school policy.

ASSESSMENT CRITERIA – STUDENT CHECKLIST:

You will be assessed on your ability to:

- use your knowledge and business case studies
- communicate using relevant business terminology and concepts
- present a sustained, logical, well-structured response and cohesive response
- research and communicate business information, issues and concepts in the correct business format
- demonstrating extensive knowledge of the operations management features at Apple Iphone
- thoroughly assessing the relationship between operations, marketing and finance management at Apple Inc
- providing a detailed explanation of how the Apple Iphone operations management strategies can help them sustain their competitive advantage

HSC Business Studies
Assessment Task 4
Marking Guidelines

Question A

<ul style="list-style-type: none"> ● Demonstrates an outstanding and comprehensive judgement to determine the value of internal and external influences on the operations process. 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 judgement 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 well-structured business report and clearly communicates using appropriate business terminology and concepts. H7 	13-16
<ul style="list-style-type: none"> ● Demonstrates a sound judgement 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 judgement of the influence 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 judgement 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

SPECIAL ADVICE:

1. Read the Operations section of your Apple Iphone case study book
2. Read the full media article Apple Inc. Operations Management: 10 Decisions, Productivity (see link at Source 1)

Print and annotate (or summarise) the article, paying attention to evidence/data/facts relating to the operations, marketing and finance functions at Apple (Iphone section only).

3. Visit the **Iphone** section of the Apple website. Explore the entire site, making notes as you explore. (<http://www.apple.com/au/iphone/>)
4. Review the contents of the syllabus (pages 19 and 20) before completing this report.

http://www.boardofstudies.nsw.edu.au/syllabus_hsc/pdf_doc/business-studies-st6-syl.pdf. Make sure address these areas and support it with Iphone examples

5. Review the glossary of directive terms as set out by the NSW Board of Studies. http://www.boardofstudies.nsw.edu.au/syllabus_hsc/glossary_keywords.html
6. Review your textbook and class notes and apply your knowledge & understanding to this case study.
7. Conduct wider research on IPHONE. For example, use a wide variety of media sources to gain relevant and current information from different perspectives.
8. Draft and develop your response so that you have a coherent, structured and logical report, which addresses all three parts of the question within the word limit. Ensure you have used relevant business terminology throughout. Get your buddy to proofread your response and provide you with feedback
9. Check you draft for errors – and finally produce your report in the appropriate format.

SOURCE 1: *Apple Inc. Operations Management: 10 Decisions, Productivity*

<http://panmore.com/apple-inc-operations-management-10-decisions-areas-productivity>

OPERATIONS RESEARCH TASK planning sheet

<ul style="list-style-type: none"> • Output – Product • What is the final product/s produced by the business 	<p>Identification only – very short</p>
<ul style="list-style-type: none"> • Interdependence of the functions 	<p>Greater detail - Assessment of how critical operations is to other functions and to achieve strategic goals of Apple</p>
<ul style="list-style-type: none"> • INPUTS – transformed resources • What materials are needed? • What information is needed before starting the production process 	<p>Very short overview</p>
<ul style="list-style-type: none"> • INPUTS – transforming resources • What human resources are needed? • What equipment, buildings etc are needed? 	
<ul style="list-style-type: none"> • INFLUENCES • What factors influence how operations are undertaken by Apple e.g. <ul style="list-style-type: none"> ○ Globalisation ○ Technology ○ Quality ○ Government regulation 	<p>Greater detail</p>
<p>TRANSFORMATION PROCESSES</p> <ul style="list-style-type: none"> • What are the influences of the 4 VS • What is the sequence/ schedule of the production process • How is the product made (task divided up, technology, set up of premises needed etc) • What monitoring process is used to make sure that the product meets plans 	<p>Short overview</p>
<p>STRATEGIES</p> <p>How do APPLE Iphone manage:</p> <ul style="list-style-type: none"> • inventory • quality • change <p>How do they stay competitive? Consider</p> <ul style="list-style-type: none"> • global factors including global sourcing • research and development • economies of scale 	