Sample Assessment Outline

Business Management and Enterprise

ATAR Year 12

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Sample assessment outline

Business Management and Enterprise – ATAR Year 12

Unit 3 and Unit 4

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Assessment type** | **Assessmenttype weighting**  | Assessmenttaskweighting | **When** | **Assessment task** |
| **Business research** | 30% | 10% | Semester 1Weeks 2–3 | **Task 1:** Research into factors driving global business development and the impact of globalisationPart A: Evidence of research, including a bibliography/reference listPart B: In-class validation – a case study connected to the research |
| 12% | Semester 1Weeks 5–6 | Task 2: Research based on content drawn from: feasibility of expanding into a foreign market; benefits of having a global brand; and standardisation or adaptation when applying elements of the marketing mix to global brandsPart A: Evidence of research, including a bibliography/reference listPart B: In-class validation – a case study connected to the research |
| 8% | Semester 2Weeks 10–11 | **Task 6:** Researchbased oncontent drawn from: use of technology in global markets and its impact on business operations; purpose of production management systems; and features of product development and features of quality managementPart A: Evidence of research, including a bibliography/reference listPart B: In-class validation – a case study connected to the research |
| Response | 30% | 12% | Semester 1Week 14 | Task 3: Case studies and questions based on content drawn from: free trade agreements; incentives for international trade; the role and benefits of innovation and factors that impact on the success of innovation; and the role of e-commerce in a global environment. Change management: internal and external factors that drive change, reasons for resistance to change, preparing people for change |
| 10% | Semester 2Week 5 | **Task 5:** Case studies and questions based on content drawn from: impact of cultural considerations on global business practice and ethical practice in a global business; and economic factors and political factors on business operation in the global market |
| 8% | Semester 2Week 14 | **Task 7:** Case studies and questions based on content drawn from: types of financial institutions and sources of internal and external funding; the purpose, features and interpretation of liquidity, profitability and stability ratios; and leadership styles and traits in a cross-cultural setting |
| Examination | 40% | 15% | Semester 1Week 15 | Task 4: Semester 1 examination – based on the examination design brief from the ATAR Year 12 syllabusSection One: Short answer, 4–6 questions (60%)Section Two: Extended answer, two questions from a choice of three (40%)Time: 3 hours |
| 25% | Semester 2Week 15 | Task 8: Semester 2 examination – based on the examination design brief from the ATAR Year 12 syllabusSection One: Short answer, 4–6 questions (60%)Section Two: Extended answer, two questions from a choice of three (40%)Time: 3 hours |
| Total | 100% | 100% |  |  |