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| **Coonabarabran High School**  ASSESSMENT NOTIFICATION | | | |
| **Subject:** | **Year 11 Business Studies** | **Weighting:** | **40%** |
| **Teacher:** | **Mr Chapman** | **Notification date:** | **31/04/2025** |
| **Topic:** | **Business Planning** | **Due date:** | **Week 9** |

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| **Outcomes to be assessed:** |
| * **P4 assesses the processes and interdependence of key business functions** * **P8 evaluates information for actual and hypothetical business situations** * **P9 communicates business information and issues in appropriate forms** |

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| **You will be assessed on how well you:** |
| * **Demonstrate knowledge and understanding of business structures, influences, functions and processes** * **Communicate using information relevant to the scenario** * **Present a well-written and organised answer.** |

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| **Task description:** |
| **Drawing upon your knowledge, skills developed throughout the Preliminary Business Studies course and scenario below, you are to create a detailed business plan for a small to medium enterprise (SME). A scaffold and template for the business plan can be located on the Year 11 Business Studies Google Classroom page, Prelim Business Studies 2025.**   |  | | --- | | **Scenario:**  **You are an aspiring entrepreneur who has just discovered a vacant location in a busy shopping area. The Local Council of the area is offering a unique opportunity: the lease for the store will be awarded to the applicant who presents the most viable and innovative business idea, supported by a comprehensive business plan. The Local Council is encouraging innovative business ideas that will contribute positively to the community, meet consumer needs, and be economically sustainable.**  **You have a unique idea that you're passionate about — whether it be a retail store, service provider, hospitality venue, or another type of enterprise — and this is your opportunity to make it a reality. Your task is to convince the council that your business is the best fit for the location by submitting a comprehensive, realistic, and creative business plan.** | |

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| **Submission:** |
| * **Task to be submitted electronically via Google Classroom prior to 9am on the due date.** |

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| **Feedback (during and after task completion):** |
| * **Students will be provided support and verbal feedback in creating/completing their business plan.** * **Students will be given general feedback and individual written feedback after completion of the task.** |

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| *NOTE: This is a compulsory assessment task. You are to make a genuine attempt at the task, and all protocols relating to plagiarism, collusion, and malpractice apply. You are required to submit on the above stated date. Failing to do so may result in the awarding of the grade of 0%. If students are unable to submit by the due date, they must provide a doctor’s certificate and/or an Illness & Misadventure Form. All assessment submission protocols, found in the Assessment Handbook, will be followed.* |

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| **Criteria:** | **Marks:** |
| * **Demonstrates an excellent understanding of business planning concepts.** * **Presents a highly detailed and creative business plan that reflects insightful market and financial analysis.** * **The plan is professionally presented, logically structured, and convincingly justifies the business idea.** * **Business terminology is consistently and effectively applied in relation to the scenario.** | **30 - 35** |
| * **Demonstrates a thorough understanding of business planning.** * **Presents a well-developed and realistic business plan with clear market and financial considerations.** * **Structure and presentation are strong, and the business idea is well-supported.** * **Uses business terminology appropriately in relation to the scenario.** | **24- 29** |
| * **Demonstrates a sound understanding of business planning concepts.** * **Provides a structured business plan with relevant content.** * **Market and financial sections show some understanding, though may lack depth or clarity.** * **Some business terminology is used correctly in relation to the scenario.** | **17 - 23** |
| * **Demonstrates a basic understanding of business concepts.** * **Provides a business plan with limited detail and depth.** * **Market or financial analysis may be underdeveloped or simplistic.** * **Business terminology is used inconsistently in relation to the scenario.** | **9 - 16** |
| * **Demonstrates a limited understanding of business concepts** * **May present a basic business plan using limited business terminology and information that may be relevant to the scenario** | **1 - 8** |