Year 12 Business Studies

Assessment Task 1, 2023

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| **TOPIC**: Operations: Extended Response | **MARKS:** /25 |
| **SUBMISSION REQUIREMENTS:**  Due Term 4, Week 9 – Wednesday 6th December 2023.  *This task must be submitted via CANVAS on the due date. If you are unable to do so, you must complete the illness and misadventure process immediately.* | **WEIGHTING:**  25% |
| **OUTCOMES TO BE ASSESSED:**  H1 – **Critically analyses** the role of business in Australia and globally  H3 – **Discusses** the social and ethical responsibilities of management  H9 – **Communicates** business information, issues, and concepts in appropriate formats | |
| **DIRECTIONAL VERBS:**  **Critically analyse:** Add a degree or level of accuracy depth, knowledge and understandings, logic, questioning, reflection, and quality to.  **Discuss:** Identify issues and provide points for and/or against.  **Communicate:** to impart knowledge | |
| **TASK DESCRIPTION:**  You are to **communicate** your understanding of the Operations topic by **discussing** the relevant social and ethical responsibilities of management and operations processes of Apple in response to the following extended response question:  *With reference to Apple,* ***Critically analyse*** *the importance of social and ethical responsibilities of management, focussing on the impact it has on operations, stakeholders, and overall business performance.*  Your response should be approximately 1200 words and requires appropriate essay response structure. | |
| **ASSESSMENT CRITERIA:**  To successfully complete this task, you must ensure you do the following:   * Make clear reference to Apple consistently throughout your response. * Give a brief overview of the business Apple. This should provide the context of the business (i.e., what the business is, what they produce, etc.) * **Discuss** the social and ethical responsibilities of Apple (i.e., how they are incorporating social and ethical responsibilities into the operational processes of the business). * **Critically analyse** the positive and negative implications of Apple’s social and ethical responsibilities on operations, stakeholders and overall business performance. * **Communicate** your response using the appropriate essay structure for an extended response, incorporating business terminology and concepts, relevant evidence, and within the word limit of approximately 1200 words.   Remember, the general criteria for an extended response in Business Studies is as follows:   * Demonstrate knowledge and understanding relevant to the question * Apply relevant business case study / studies and contemporary business issues * Communicate using relevant business terminology and concepts * Present a sustained, logical, and cohesive response. | |

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| **ASSESSMENT MARKING CRITERIA** | | |
| H1 – **Critically analyses** the role of business in Australia and globally  H3 – **Discusses** the social and ethical responsibilities of management  H9 – **Communicates** business information, issues, and concepts in appropriate formats | **Mark** | **Grade** |
| The student has formulated an outstanding extended response which **communicates** a sophisticated and detailed understanding of social and ethical responsibilities, which adheres to the word limit. The response provides a detailed **discussion** of the social and ethical responsibilities within Apple, and the ways in which they are incorporated into their operations processes. The response **critically analyses** the implications on operations processes within Apple by focusing on operations, stakeholders and overall business performance, and has integrated relevant, and accurate course terminology and concepts consistently throughout the response. | 21 - 25 | A |
| The student has formulated a thorough extended response which **communicates** a high-level understanding of corporate social responsibilities. The response provides a detailed **discussion** of the social and ethical responsibilities within Apple, and the ways in which they are incorporated into their operations processes. The response attempts to **critically analyse** the implications on operations processes within Apple by focusing on operations, stakeholders and overall business performance, and has integrated relevant course terminology and concepts throughout the response, which adheres to the word limit. | 16 - 20 | B |
| The student has formulated sound extended response which **communicates** an adequate understanding of corporate social responsibilities. The response provides an effective **discussion** of the social and ethical responsibilities within Apple, and the ways in which they are incorporated into their operations processes. The response attempts to **analyse** the implications on operations processes within Apple by focusing on operations, stakeholders and overall business performance and has makes use of some course terminology and concepts throughout the response, which mostly adheres to the word limit. | 11 - 15 | C |
| The student has formulated a basic extended response which **communicates** a limited understanding of social and ethical responsibilities. The response provides some explanationof the implications on operations processes within Apple, with little attempt to integrate these responsibilities into the response. The response lacks appropriate use of course terminology and concepts and may adhere to the word limit. | 6 - 10 | D |
| The student has formulated an elementary extended response which **communicates** a limited understanding of social and ethical responsibilities, how they are integrated in Apples operation processes, or their implications. The response lacks use of course terminology and concepts and may not adhere to the word limit. | 1 - 5 | E |