Year 12 Business Studies

Assessment Task 1 2024

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| **TOPIC**: Operations: Extended Response | **MARKS:** /25  |
| **SUBMISSION REQUIREMENTS:** **Due Thursday 12th December 2024, Week 9***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% | **COMPONENTS:****-**Knowledge and understanding 40%-Stimulus based skills 20%-Inquiry and research 20%-Communication of business ideas 20% |
| **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:***Critically analyse*** *the impact Corporate Social Responsibility has on the management of Operations, with specific reference to Apple.*Your response should be approximately 1200 words and requires appropriate essay response structure. You should provide a reference list which includes all sources used in alphabetical order.  |
| **OUTCOMES TO BE ASSESSED:**H1 – **Critically analyses** the role of business in Australia and globallyH3 – **Discusses** the social and ethical responsibilities of managementH9 – **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 |

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|  **ASSESSMENT MARKING CRITERIA** |
| H1 – **Critically analyses** the role of business in Australia and globallyH3 – **Discusses** the social and ethical responsibilities of managementH9 – **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, they have provided a detailed **discussion** of the social and ethical responsibilities within Apple, and the ways in which they are incorporated into their operations processes. Their response **critically analyses** the impact Corporate Social Responsibility has on the management of operations with relevant, and accurate course terminology and concepts consistently incorporated throughout the response. They have communicated in original forms, free of AI, with an appropriate reference list. | 21 - 25 | A |
| The student has formulated a thorough extended response which **communicates** a high-level understanding of social and ethical responsibilities, their 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. Their response attempts to **critically analyse** the impact Corporate Social Responsibility has on the management of operations with relevant course terminology and concepts throughout the response. They have communicated in original forms, free of AI, with an appropriate reference list. | 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 impact Corporate Social Responsibility has on management of operations and has made use of some course terminology and concepts throughout the response. They have communicated in original forms, free of AI, with an appropriate reference list. | 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 impact of Corporate Social Responsibility on the management of operations within Apple, although this lacks appropriate use of course terminology and concepts. They have communicated in original forms, free of AI, with an appropriate reference list. | 6 - 10 | D |
| The student has formulated an elementary extended response which **communicates** a limited understanding of social and ethical responsibilities, by outlining how they are integrated in Apples operation processes, or their impacts. The response lacks use of course terminology and concepts. They have communicated in original forms, free of AI, with an appropriate reference list. | 1 - 5 | E |

**FEEDBACK: MARK: RANK:**

**Essay Scaffold for Operations Assessment Task 1**

**INTRODUCTION**

**Part 1**: Write an introductory sentence that states the aim of the essay - to critically analyse how CSR impacts upon operations management with specific reference to Apple.

**Part 2**: Briefly define CSR and explain its importance in modern business practices. Briefly introduce Apple as a leading technology company with a global footprint.

**Part 3**: Provide an outline of three specific areas of Apple Operations in which you will **be** critically analysing the impact of CSR.

**BODY OF THE ESSAY**

**Body Paragraph 1:**

**Part 1:** Introduce the element of Apple Operations you intend to analyse first.

**Part 2:** Provide a specific example(s) that clearly demonstrates how CSR impacts this first area of Apple Operations making sure to include any relevant details and explanations.

**Part 3:** Make a critical analysis of the impact which considers:

* **Strengths**: How effective are these initiatives in achieving sustainability or ethical goals?
* **Weaknesses**: Are there gaps, contradictions, or criticisms in their CSR efforts?
* **Impact**: What are the consequences of these CSR practices on stakeholders, operations, and profitability?
* **Comparisons**: How do these efforts measure up against competitors or industry standards?

**Part 4:** A linking sentence that rounds the paragraph off and links it back to the essay question. This is where you demonstrate the relevance of this paragraph to the essay question.

**Body Paragraph 2:**

**Part 1:** Introduce the element of Apple Operations you intend to analyse second.

**Part 2:** Provide a specific example(s) that clearly demonstrates how CSR impacts this second area of Apple Operations making sure to include any relevant details and explanations.

**Part 3:** Make a critical analysis of the impact which considers:

* **Strengths**: How effective are these initiatives in achieving sustainability or ethical goals?
* **Weaknesses**: Are there gaps, contradictions, or criticisms in their CSR efforts?
* **Impact**: What are the consequences of these CSR practices on stakeholders, operations, and profitability?
* **Comparisons**: How do these efforts measure up against competitors or industry standards?

**Part 4:** A linking sentence that rounds the paragraph off and links it back to the essay question. This is where you demonstrate the relevance of this paragraph to the essay question

**Body Paragraph 3:**

**Part 1:** Introduce the element of Apple Operations you intend to analyse third.

**Part 2:** Provide a specific example(s) that clearly demonstrates how CSR impacts this second area of Apple Operations making sure to include any relevant details and explanations.

**Part 3:** Make a critical analysis of the impact which considers:

* **Strengths**: How effective are these initiatives in achieving sustainability or ethical goals?
* **Weaknesses**: Are there gaps, contradictions, or criticisms in their CSR efforts?
* **Impact**: What are the consequences of these CSR practices on stakeholders, operations, and profitability?
* **Comparisons**: How do these efforts measure up against competitors or industry standards?

**Part 4:** A linking sentence that rounds the paragraph off and links it back to the essay question. This is where you demonstrate the relevance of this paragraph to the essay question

**CONCLUSION**

**Part 1:** Here you basically restate the first sentence of your essay explaining that the purpose of the essay was to critically analyse how CSR impacts upon operations management with specific reference to Apple, and that you achieved this by looking at three specific areas of Apple Operations.

**Part 2:** You write summary sentences of the critical analysis you have made in the three different areas of Apple Operations.

**Part 3:** A final sentence that concludes the essay having successfullycritically analysed how CSR impacts upon operations management with specific reference to Apple**.**