



Task Number	One	Task Name	Investigating Business Report
Course	Year 11 Business Studies	Faculty	HSIE
Teacher	Mr Clifford	Head Teacher	Mr Selwood
Issue date	Week 1, Term 1	Due date	(Week 8, Term1) Friday 22 nd March @ 3:15pm
Focus (Topic)	The Nature of Business	Task Weighting	30%

Outcomes

P1: Discusses the nature of business, its role in society and types of business structure
P2: explains internal and external influences on businesses
P7: plans and conducts investigations into contemporary business issues
P8: evaluates information for actual and hypothetical business situations
P9: communicates business information and issues in appropriate formats

Task description

Students are to complete this task in groups of two. Your group will research and analyse two different businesses. Each student in the group **MUST** individually submit a business report. Each student will be responsible for the investigation of **ONE** business (sections 1 to 5) and then you will be required to work together to compare the businesses (section 6). Once you have all your information, you will need to complete section 7 and 8 about both businesses. Whilst students will be required to share their information, it is expected that you will write your own information and not copy sections of texts from your group member's report.

It is also recommended that one of your businesses is local. The two businesses **MUST** be at different stages in the business lifecycle and the report will need to cover the following areas:

1. **Identify** and **describe** the business name, function(s) of the business as well as the types of goods and services it produces.
2. **Identify** and **explain** the stage in the business lifecycle which the business currently falls into as well as the stages within the lifecycle that the business has passed through.
3. **Classify** and **justify** the business according to its;
 - a. Size
 - b. Legal Structure
 - c. Scale (local, national, global)
 - d. Industry

4. **Explain** how the business environment impacts on this business by analysing;
 - a. External Influences - economic and social factors plus the competitive situation
 - b. Internal Influences – products, location, resources, management, location, management and business culture
5. **List** and **define** the main stakeholders in the business (internal and external)
6. **Compare** and **contrast** the two selected businesses. This could include aspects such as:
 - Stage within the business lifecycle
 - The classification of the business
 - The external and internal influences
 - The impact of stakeholders on the business
7. **Possible challenges facing the businesses**
 - **Identify** and **describe** possible challenges facing each of these businesses (as a result of their current position within the business environment)
8. **Recommendations**
 - Based on your evaluation, **make a recommendation** about what direction the business should be taking to address some of these challenges. **Justify** your recommendations.

Presentation of the Report

The report should be submitted as a business report. It should include an executive summary, table of contents, headings, subheadings, diagrams and a bibliography as well as be a word processed document. Your business report must be written in your own words and must not be the same work as your partner. Plagiarism rules will apply.

Marking Guidelines

	Marking criteria	Marks
Section 1 (6 marks)	Identifies the main purpose of the business (1 mark)	
Business name, function(s) of the business as well as the types of goods and services it produces.	Describes some key functions of the business (2 marks)	
	Provides some evidence (facts & other relevant information) of the functions of the business (3 marks)	
Section 2 (8 marks)	Communicates some understanding of the business lifecycle (2 marks)	
Identify and explain the stage in the business lifecycle which the business currently falls into as well as the stages within the lifecycle that the business has passed through.	Correctly places business on the business life cycle (2 marks)	
	Identifies the stages of the life cycle that the business has already passed through (2 marks)	
	Uses evidence to support answer (facts, figures, diagrams or other relevant information) (2 marks)	
Section 3 (12 marks)	Correctly classifies the business in terms of size, legal structure, scale and industry (4 marks)	
Classify the business according to its; <ul style="list-style-type: none"> a. Size b. Legal Structure c. Scale (local, national, global) d. Industry 	Justifies with evidence, the classifications given for the business in terms of size, legal structure, scale and industry type. (8 marks)	
Section 4 (8 marks)	Identifies some possible influences on the business (2 marks)	
Explain how the business environment impacts on this business by analysing; <ul style="list-style-type: none"> • External Influences • Internal Influences 	Describes the impact of these influences on the business (2 marks)	
	Explains how each influence impacts on the operations of the business (4 marks)	
Section 5 (12 marks)	Outline the internal and external stakeholders of the business (4 marks)	
List the main stakeholders in the business (internal and external)	Explains how these stakeholders influence the business (8 marks)	

Section 6 (10 marks) Compare and contrast the two selected businesses. This could include aspects such as: <ul style="list-style-type: none"> ○ Stage within the business lifecycle ○ The classification of the business ○ The external and internal influences ○ The impact of stakeholders on the business 	Identifies some similarities and differences between the two businesses (4 marks)	
	Explains why the similarities and differences exist between the businesses (6 marks)	
Section 7 (26 marks) Identify and describe possible challenges facing each of these businesses (as a result of their current position within the business environment)	Identifies possible challenges facing each of the businesses (3 marks for each business, total 8 marks)	
	Describes in detail, the impact of two of the challenges of each business (total four challenges) (12 marks)	
	Identifies possible ramifications for the business. (6 marks)	
Section 8 (8 marks) Based on your evaluation, make a recommendation which challenge the business should place as a priority. Justify your recommendation.	States one recommendation per business (4 marks)	
	Provides reasoning for each recommendation (4 marks)	
Presentation of the business report (10 marks)	Uses correct business report structure including headings and appendices (5 marks)	
	Appropriately references sources in a bibliography (5 marks)	
Total marks for business report		/100