

**YEAR 12 BUSINESS STUDIES  
ASSESSMENT TASK 3**

**WEIGHTING 30%**

**Due Thursday 22 June 2017 week 9**

**BUSINESS REPORT  
ON FINANCE AND HUMAN RESOURCES**

- ProDNA Sports Pty Limited is a medium-sized business that designs and manufactures sportswear. The clothes are manufactured at their plant in western Sydney and then warehoused and transported to retail stores across NSW and Australia.
- Management has noticed cash flow problems where retailers have not been paying on time and ProDNA has had issues of rising business costs.
- ProDNA has been selling the same products for many years and have adopted a more autocratic leadership style with decision making. Staff are keen to be involved in the innovation of existing products but the management team has not been prepared to consult with them.
- In the past two years, staff have been moved onto individual contracts which is creating unhelpful competition between employees. In addition, rewards are very individual and staff feel that these have not been proportionate to their increased workloads in recent years.
- Management has also been made aware of recent government influences on human resources such as decreasing penalty rates and changes in the minimum wage

Business Trends	2014	2015	2016
Accounts Receivable Turnover Ratio	30 days	40 days	50 days
Net Profit Ratio	30%	28%	20%
Warehousing costs	\$150 000	\$250 000	\$400 000
Sales Revenue	\$1.5 million	\$1 million	\$800 000
Absenteeism	5%	8%	10%
Staff Morale Survey	98% satisfaction Rate	75% satisfaction rate	55% satisfaction rate
Staff Turnover	10%	15%	25%

You have been employed by the owners of ProDNA Sports Pty Limited to write a business report giving advice on the challenges facing the business. In your report you must:

- 1) Describe the recent **government influences** on Human Resources and assess the effect it will have on the business.
- 2) Evaluate the **effectiveness of human resource management** at ProDNA Sports Pty Limited and compare it with one other actual business case study.
- 3) Recommend **financial and human resource management strategies** and show how they will improve the financial and Human resource outcomes of the business.

Marking Criteria	Marks
<ul style="list-style-type: none"> <li>• Presents a sustained, logical and cohesive business report integrating relevant business terminology and concepts</li> <li>• Comprehensively describes recent government influences on Human Resources and makes a clear judgement of the effect they will have on the business.</li> <li>• Makes use of the information provided to make a clear judgement on the effectiveness of human resource management and provides a detailed comparison with one actual case study.</li> <li>• Clearly provides reasons in favour of financial management strategies explaining how they will improve business performance</li> <li>• Clearly provides reasons in favour of human resource strategies explaining how they will improve business performance</li> <li>• Includes a thorough set of references with evidence of detailed research</li> </ul>	17–20
<ul style="list-style-type: none"> <li>• Presents a logical and cohesive business report and uses relevant business terminology and concepts</li> <li>• Soundly describes recent government influences on Human Resources and makes a sound judgement of the effect they will have on the business.</li> <li>• Makes use of the information provided to make a sound judgement on the effectiveness of human resource management and provides a sound comparison with one actual case study.</li> <li>• Provides sound reasons in favour of financial management strategies explaining how they will improve business performance</li> <li>• Provides sound reasons in favour of human resource strategies explaining how they will improve business performance</li> <li>• Includes a complete set of references with evidence of sound research</li> </ul>	13–16
<ul style="list-style-type: none"> <li>• Includes features of a business report and uses some business terminology and concepts</li> <li>• Adequately describes recent government influences on Human Resources and makes an adequate judgement of the effect they will have on the business.</li> <li>• Makes use of the information provided to make a satisfactory judgement on the effectiveness of human resource management and provides an adequate comparison to one actual case study.</li> <li>• Adequately provides reasons in favour of financial management strategies explaining how they will improve business performance</li> <li>• Adequately provides reasons in favour of human resource strategies explaining how they will improve business performance</li> <li>• Includes some references showing adequate research</li> </ul>	9–12
<ul style="list-style-type: none"> <li>• Includes some features of a business report and uses basic business terminology</li> <li>• Briefly outlines recent government influences on Human Resources and outlines the effect they will have on the business.</li> <li>• Limited reference to the information provided and makes a straightforward judgement on the effectiveness of human resource management. Provides a limited comparison to one actual case study.</li> <li>• Briefly outlines financial and human resources management strategies and how they will improve business performance</li> <li>• Limited evidence of research shown</li> </ul>	5–8
<ul style="list-style-type: none"> <li>• Uses basic terminology</li> <li>• Demonstrates a basic knowledge of government influences and effectiveness of Human Resource Management.</li> <li>• May refer to Finance OR Human Resources strategies</li> </ul>	1–4