

Marking Criteria Business Plan Assignment

Outcomes	Band 6 (90-100)	Band 5 (80-89)	Band 4 (70-79)	Band 3 (60-69)	Band 2 (50-59)
P4 Assesses the processes and interdependence of key business functions	<p>Provides a detailed marketing plan including a comprehensive analysis of the target market and marketing strategies Makes use of discerning market research.</p> <p>Provides a comprehensive Human Resource plan which includes an in-depth and discerning analysis of staffing requirements</p>	<p>Provides a thorough marketing plan with a strong analysis of target market and marketing strategies. Makes use of relevant market research.</p> <p>Provides an effective Human Resource plan which includes a detailed analysis of staffing requirements.</p>	<p>Provides a sound marketing plan that analyses target market and marketing strategies. Makes some use of appropriate market research.</p> <p>Provides a sound Human Resource plan which includes an analysis of staffing requirements.</p>	<p>Provides a marketing plan with partial analysis of target markets and marketing strategies. Includes some appropriate market research.</p> <p>Provides a partial Human Resource plan which includes an explanation of staffing requirements.</p>	<p>Provides a marketing plan that explains target markets and marketing strategies. Includes some market research.</p> <p>Provides statements about Human Resource and staffing requirements.</p>
P7 Plans and conducts investigations into contemporary business issues.	<p>Discerning and extensive planning and investigation of the steps in the business planning process.</p> <p>Bibliography that follows all conventions for a comprehensive collection of references.</p>	<p>Effective and thorough planning and investigation of the steps in the business planning process.</p> <p>Bibliography that follows most conventions for a comprehensive collection of references.</p>	<p>Sound planning and investigation of the steps in the business planning process.</p> <p>Bibliography that follows most conventions for a range of references.</p>	<p>Basic planning and investigation of the steps in the business planning process.</p> <p>Bibliography that follows some conventions for a few references.</p>	<p>Elementary planning and investigation of the steps in the business planning process.</p> <p>Bibliography that follows some conventions.</p>
P8 Evaluates information for actual and hypothetical business situations.	<p>Discerning and extensive evaluation of information for actual and hypothetical business situations through provision of a realistic and logical plan for the business' future, including expansion.</p>	<p>Effective and thorough evaluation of information for actual and hypothetical business situations through provision of an appropriate and logical plan for the business' future, including expansion.</p>	<p>Sound evaluation of information for actual and hypothetical business situations through provision of an appropriate plan for the business' future, including expansion.</p>	<p>Basic evaluation of information for actual and hypothetical business situations through provision of a partial plan for the business' future, including expansion.</p>	<p>Elementary evaluation of information for actual and hypothetical business situations through provision of statements about the business' future.</p>

P9 Communicates business information and issues in appropriate formats.	Discerning selection and use of sophisticated business terminology in correct contexts to clearly and purposefully communicate significant business information.	Effective selection and use of significant business terminology in correct contexts to clearly communicate significant business information.	Appropriate selection and use of relevant business terminology to clearly communicate significant business information.	Use of appropriate business terminology to clearly communicate basic business information.	Use of simple business terminology to communicate basic business information.
	Accurate conventions for all components associated with the business plan text type. Accuracy for all complex spelling, grammar, punctuation conventions.	Accurate conventions for most components associated with the business plan text type. Accuracy for most complex spelling, grammar, punctuation conventions.	Accurate conventions for some components associated with the business plan text type. Accuracy for most simple spelling, grammar, punctuation conventions.	Conventions for some components associated with the business plan text type. Accuracy for some simple spelling, grammar, punctuation conventions.	Partial use of the business plan text type. Use of some simple spelling, grammar, punctuation conventions.
P10 Applies mathematical concepts appropriately in business situations.	Provides a discerning and extensive financial plan that includes all financial information related to set up costs, sales forecasts, cash flow, breakeven analysis, profit and loss and balance sheet.	Provides an effective and thorough financial plan that includes most financial information related to set up costs, sales forecasts, cash flow, breakeven analysis, profit and loss and balance sheet.	Provides a sound and appropriate financial plan that includes some financial information related to set up costs, sales forecasts, cash flow, breakeven analysis, profit and loss and balance sheet.	Provides a basic financial plan that includes some financial information related to set up costs, sales forecasts, cash flow, breakeven analysis, profit and loss and balance sheet.	Provides an elementary financial plan that includes some basic financial information.

Summary of Standard of Achievement

Band 6 90-100	The student has an extensive knowledge and understanding of the business planning process and can readily apply this knowledge. In addition, the student has achieved a very high level of competence in communication of business information
Band 5 80-89	The student has a thorough knowledge and understanding of the business planning process and a high level of competence in communication of business information.
Band 4 70-79	The student has a sound knowledge and understanding of the business planning process and has achieved an adequate level of competence in the communication of business information
Band 3 60-69	The student has a basic knowledge and understanding of the business planning process and has achieved a limited level of competence in the communication of business information
Band 2 50-59	The student has an elementary knowledge and understanding in few areas of the business planning process and has achieved very limited competence the communication of business information

Teacher Comment:

Date:

Signature: