

GCSE Coursework 2008/2009
Basic Assignment Plan
29 June 2009

Task 1: Introduction

- a) Ensure that you use clear headings for each task and number each page. Ensure that at each stage your coursework assignment is professional and in correct report format.
- b) Introduce the assignment and state which organisations you shall be investigating and what you hope to achieve in the assignment. It is important for you to state what areas of theory you will be looking at and what your objectives are in order for you to judge near the end of the assignment whether you have been successful or not and what you might have done differently.

Task 2: Action Plan

In this task you must develop an action plan to help you complete your report. It will be very important that you develop this plan as you complete the assignment.

- a) **(2.3)** Prepare basic action plan which states what will be done in the assignment. You should include dates when you expect individual tasks to be completed.
- b) **(2.6)** Develop the action plan. State where improvements were made and relate the plan to specific parts of the coursework. Amend where you have changes of dates for completion, and describe where you had problems or adjustments.

Task 3: Explaining Production Techniques

- a) **(2.1)** Explain job, batch, and flow production. When business studies terms are used, be sure to explain them. Annotate this task each time you explain a business studies term.
- b) Make a *hypothesis* about how you think each kind of production technique will affect each business, e.g. "As Business X large, only flow production will be appropriate." You should have one hypothesis for each business.
- c) **(2.2)** Complete a word processed copy of the questionnaire you used to complete this study.
- d) **(1.2)** List the sources you used to complete this study.

For Tasks 4 and 5 you will be expected to describe your research findings for Business A.

Task 4: Developing a Knowledge About Business A

- a) **(1.1)** Write a few sentences about Business A using business language or terms.
- b) **(1.3)** What are the business' objectives? What does it want to do? You must describe a minimum of *two* objectives.
- c) **(1.4)** What might stop the business from doing what it wants to do? You must describe a minimum of *two* constraints.
- d) **(1.6)** What influences might affect this business? Demonstrate thought, not just basic knowledge. You must describe a minimum of *two* influences.
- e) **(1.5)** Recognize differences. Examples: different types of loans available to the business, different types of production, different types of communication, different ways of recruiting or training staff.
- f) **(1.2)** List a minimum of two sources which you have used to complete this task.

Task 5: Applying Business Studies Knowledge to Business A

- a) **(2.4)** Explain the issues which might affect Business A and the decisions they have made about their production techniques, e.g. planning permission, laws.
- b) **(2.5)** Apply a business studies technique to your business, such as cash flow forecasting or breakeven analysis.
- c) **(2.7)** Recognise the strengths and weaknesses of the ideas put forward. Consider using SWOT analysis. Make a decision or give a recommendation for the business based on this analysis.
- d) **(1.7)** Consider the alternatives the business could have taken when making decisions.
- e) **(1.8)** Write a paragraph which shows in-depth use of knowledge. One way to do this will be to show that you can recognise relationships, e.g. the relationship between costs and revenues, the relationship between roles and responsibilities, or the relationship between franchiser and franchisee.
- f) **(1.9)** Write a paragraph which shows critical understanding and a high level of business knowledge. One way to do this is to make comparisons between Ltd and plc, loan and overdraft.

For Tasks 6 and 7 you will be expected to describe your research findings for Business B.

Task 6: Developing a Knowledge about Business B

- a) **(1.1)** Write a few sentences about Business B using business language or terms.
- b) **(1.3)** What are the business' objectives? What does it want to do? You must describe a minimum of *two* objectives.
- c) **(1.4)** What might stop the business from doing what it wants to do? You must describe a minimum of *two* constraints.
- d) **(1.6)** What influences might affect this business? Demonstrate thought, not just basic knowledge. You must describe a minimum of *two* influences.
- e) **(1.5)** Recognize differences. Examples: different types of loans available to the business, different types of production, different types of communication, different ways of recruiting or training staff.
- f) **(1.2)** List a minimum of two sources which you have used to complete this task.

Task 7: Applying Business Studies Knowledge to Business B

- a) **(2.4)** Explain the issues which might affect Business B and the decisions they have made about their production techniques, e.g. planning permission, laws.
- b) **(2.5)** Apply a business studies technique to your business, such as cash flow forecasting or breakeven analysis.
- c) **(2.7)** Recognise the strengths and weaknesses of the ideas put forward. Consider using SWOT analysis. Make a decision or give a recommendation for the business based on this analysis.
- d) **(1.7)** Consider the alternatives the business could have taken when making decisions.
- e) **(1.8)** Write a paragraph which shows in-depth use of knowledge. One way to do this will be to show that you can recognise relationships, e.g. the relationship between costs and revenues, the relationship between roles and responsibilities, or the relationship between franchiser and franchisee.
- f) **(1.9)** Write a paragraph which shows critical understanding and a high level of business knowledge. One way to do this is to make comparisons between Ltd and plc, loan and overdraft.

Task 8: Analysing Problems and Issues for the Business
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In this task you will be required to gather sources of information and use the information to help explain influences on both businesses. This research should help explain problems and issues for either one of the businesses or both. You should have information which uses numbers, but you also may include other information. Suggested examples include: size or type of market for each business, economic factors which will affect each business, legal issues which will affect each business, political factors which will affect each business.

- a) **(3.7)** Make a plan for gathering sources. Consider which sources (internet, textbook, teachers, survey, etc) will be most relevant and design a plan which will use these sources. You will need to have *at least* four sources. You may use sources which have been used previously.
- b) **(3.1)** Present the findings from one of your sources. State where you found this information e.g. name of website or book.
- c) **(3.2)** Some of your information should be included in the form of graphs, charts, and tables. Show that you are able to present your information in different formats, e.g. charts, tables, and graphs.
- d) **(3.3)** Review or interpret data. After presenting your data findings you must describe what they mean. What do the figures mean, or what implications do they have for the company? The key to this is that you draw information together in a logical sequence.
- e) **(3.5)** Are there trends in the data? Review information year-on-year, and describe what this means for the business. Can you assume that trends from the past will continue into the future?
- f) **(3.6)** Consider other ways of gathering data or other ways in which the data could have been presented. Is your way the only way? Explain why alternative ways of collecting data may have been good or bad for the business.
- g) **(4.4)** Make conclusions from your analysis. What are the implications for the company? What will they all mean for the company in the future? Will it be good or bad for the company? You must show judgement when making this conclusion.
- h) **(4.7)** Look at your conclusions and consider *improvements* the company could make. What improvements would you recommend? You must state how these improvements are justified based on the research and analysis which you have previously provided.
- i) **(3.4)** You should have three additional sources of information included in your analysis. At the end of this task, list your additional sources.

Task 9: Social, Environmental, and Financial Effects
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- a) **(4.3)** Mention basic social, environmental, and financial effects for each business.
- b) **(4.6)** Analyse these effects. What do they mean to the business? How can they be explained?
- c) **(4.9)** Fully explain what these effects mean, and relate them to the business. What will be the social, environmental, and financial effects if the business carries out your recommendations?

Task 10: Final Conclusions/Recommendations
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- a) **(4.1) (4.2)** Summarise your report. What have you written about? For each previous task, give a brief summary. After each summary, make a conclusion.
- b) **(4.5)** Refer to your original hypothesis which you generated in Task 3. Has it been proved or disproved? What conclusion can be drawn from this? You must do this twice, once for each business.

2.8, 2.9, 3.8, 3.9 and 4.8 will be awarded overall.