

Unit 6. Business Decision Making

LO3 Be able to produce information in appropriate formats for decision making in an organizational context

TASK: You are a Business Development Consultant. Your Firm is hired by a small business enterprise that is facing myriads of marketing and management problems. Your job as a Business Development Consultant is to analyze the problems in the business, research solutions and/or benchmark good practices and make suitable recommendations for improvements.

Business Problem: The client wants to increase market-share by developing a new product to be introduced to the market to create new customers, capitalize on market opportunities and increase sales. However there is uncertainty around whether this new product should be introduced because there are a number of marketing challenges faced by small businesses that are surprisingly common in new markets.

Submission Dateline: January 11, 2016

Submission Deadline: January 31, 2016 (w. Late Fee)

AC 3.1- Produce graphs using spreadsheets and draw valid conclusions based on the information derived

To achieve a PASS Grade for the assessment you will:			
<i>Is the Grade Achieved?</i>		Y	N
1. Carried out the command in the task correctly: To Produce			
2. Produce means to: Bring into existence by intellectual or creative ability: to make or manufacture.			
3. Carry out the task correctly: This task requires you to choose five relevant questions from the questionnaire created in LO1 (These questions should be different from the ones chosen in LO2). Use the data collected for those questions to construct a bar graph for one of those questions, a line graph for any one of those questions, a pie chart for any two of questions and a histogram for any one of those questions.			
4. Make valid conclusions about the information derived from two (2) of the graphs constructed.			
5. Use appropriate software such as excel.			
Assessor's SCORE	A Pass Grade is awarded by _____ ON _____	Y	N
To achieve a MERIT Grade for the assessment criteria you MUST achieve the metrics for a PASS and In Addition achieve the following higher standards: <i>Is the Grade Achieved?</i>		Y	N
1. Make valid conclusions about the information derived from two (2) of the graphs constructed.			
2. Evidence that final values were calculated from raw data and frequency distributions using appropriate software such as excel/students could also opt to show evidence of all calculation completed manually.			
3. Make valid conclusions about the information derived from three (3) of the graphs constructed.			
Assessor's SCORE	A MERIT GRADE is awarded by _____ ON _____	Y	N
To achieve a DISTINCTION Grade for the assessment criteria you MUST achieve the metrics for a PASS and in Addition achieve the following higher standards: <i>Is the Grade Achieved?</i>		Y	N
1. Make valid conclusion based on all constructed graph.			
2. The information is presented in a logical, understandable manner and formula are stated and correct.			
3. Evidence that final values were calculated from raw data and frequency distributions using appropriate software such as excel/students could also opt to show evidence of all calculation completed manually.			
4. All graphs, interpretation, representation and conclusion confirms that the students understands how to represent data using graph, little or no errors and the errors created were as a results of incorrect input of a few values into excel etc.			
5. Graphs are correctly labelled and colour coded with key			
Assessor's SCORE	A Distinction Grade is awarded by _____ ON _____	Y	N
The student achieves a REFERRED Grade when the work fails to meet the minimum standard for a Pass Grade to be awarded. <i>Is the Grade Achieved?</i>		Y	N

AC 3.2. Create trend lines in spreadsheet graphs to assist in forecasting for specified business information.

To achieve a PASS Grade for the assessment you will:		<i>Is the Grade Achieved?</i>	
		Y	N
1. Carried out the command in the task correctly: To Create			
2. Create means to: To originate, e.g. to produce a solution to a problem.			
3. Carry out the task correctly: Retrieve data from a library or internet for the yearly sales level for a company that produces a product that is similar to the new product you want to introduce. You should have yearly sales value for 10 years e.g. 2000-2009.			
4. Provide evidence that final values were calculated from raw data and frequency distributions retrieved from the internet/library.			
5. Used appropriate software such as excel/students could also opt to show evidence of all calculation completed manually.			
6. Minimal evidence to confirm that that the student understands how to represent data using graph with a few errors due to misunderstanding of material.			
Assessor's SCORE	A Pass Grade is awarded by _____ ON _____	Y	N
To achieve a MERIT Grade for the assessment criteria you MUST achieve the metrics for a PASS and In Addition achieve the following higher standards: <i>Is the Grade Achieved?</i>		Y	N
1. Evidence that final values were calculated from raw data and frequency distributions retrieved from the internet/library.			
2. Used appropriate software such as excel/students could also opt to show evidence of all calculation completed manually.			
3. Most graphs (trend lines and scatter plot) interpretation, representation and conclusion confirm that the student understands how to represent data using graph with a few errors due to misunderstanding of material.			
Assessor's SCORE	A MERIT GRADE is awarded by _____ ON _____	Y	N
To achieve a DISTINCTION Grade for the assessment criteria you MUST achieve the metrics for a PASS and in Addition achieve the following higher standards: <i>Is the Grade Achieved?</i>		Y	N
1. Evidence that final values were calculated from raw data and frequency distributions retrieved from the internet/library.			
2. Used appropriate software such as excel/students could also opt to show evidence of all calculation completed manually.			
3. All graphs (trend lines and scatter plot), interpretation, representation and conclusion confirms that the students understands how to represent data using graph, little or no errors and the errors created were as a results of incorrect input of a few values into excel etc.			
4. Graphs are correctly labelled and colour coded with key			
5. Information is presented in a logical and understandable manner.			
Assessor's SCORE	A Distinction Grade is awarded by _____ ON _____	Y	N
The student achieves a REFERRED Grade when the work fails to meet the minimum standard for a Pass Grade to be awarded. <i>Is the Grade Achieved?</i>		Y	N

AC 3.3. Prepare a business presentation using suitable software and Techniques to disseminate information effectively & AC 3.4. Produce a formal business report

To achieve a PASS Grade for the assessment you will:		<i>Is the Grade Achieved?</i>	Y	N
1. Carried out the command in the task correctly: To Prepare AND To Produce				
2. Prepare means to: To formulate And To produce means to: show the evidence				
3. Carry out the task correctly: Now that you have collected and analyzed the data it's time to present what you have gathered to the firm that hired you. Prepare a business presentation using suitable software and techniques to disseminate information effectively AND Produce the formal business report to the clients.				
4. Prepare a business presentation using a software of your choice (Microsoft PowerPoint. Etc.)				
5. Provide evidence of business presentation eg sample of PowerPoint presentation.				
6. The Report must be suitably and formally addressed and structured.				
Student included all the following sections in presentation:				
<ul style="list-style-type: none"> • Introduction • Objectives-Objectives of the research that was conducted • Limitations faced during the research • Provide A Summary of data - Use descriptive statistics to show the result of the research: include graphs etc • Implications of results found. • Conclusion 				
Assessor's SCORE	A Pass Grade is awarded by _____ ON _____		Y	N
To achieve a MERIT Grade for the assessment criteria you MUST achieve the metrics for a PASS and In Addition achieve the following higher standards: <i>Is the Grade Achieved?</i>			Y	N
1. Limited grammatical errors				
2. Used fonts, background that could almost be classified as professional.				
Assessor's SCORE	A MERIT GRADE is awarded by _____ ON _____		Y	N
To achieve a DISTINCTION Grade for the assessment criteria you MUST achieve the metrics for a PASS and in Addition achieve the following higher standards: <i>Is the Grade Achieved?</i>			Y	N
1. Little or no grammatical errors				
2. Information is presented in a logical and understandable manner.				
3. Used fonts, background that could almost be classified as professional.				
Assessor's SCORE	A Distinction Grade is awarded by _____ ON _____		Y	N
The student achieves a REFERRED Grade when the work fails to meet the minimum standard for a Pass Grade to be awarded. <i>Is the Grade Achieved?</i>			Y	N