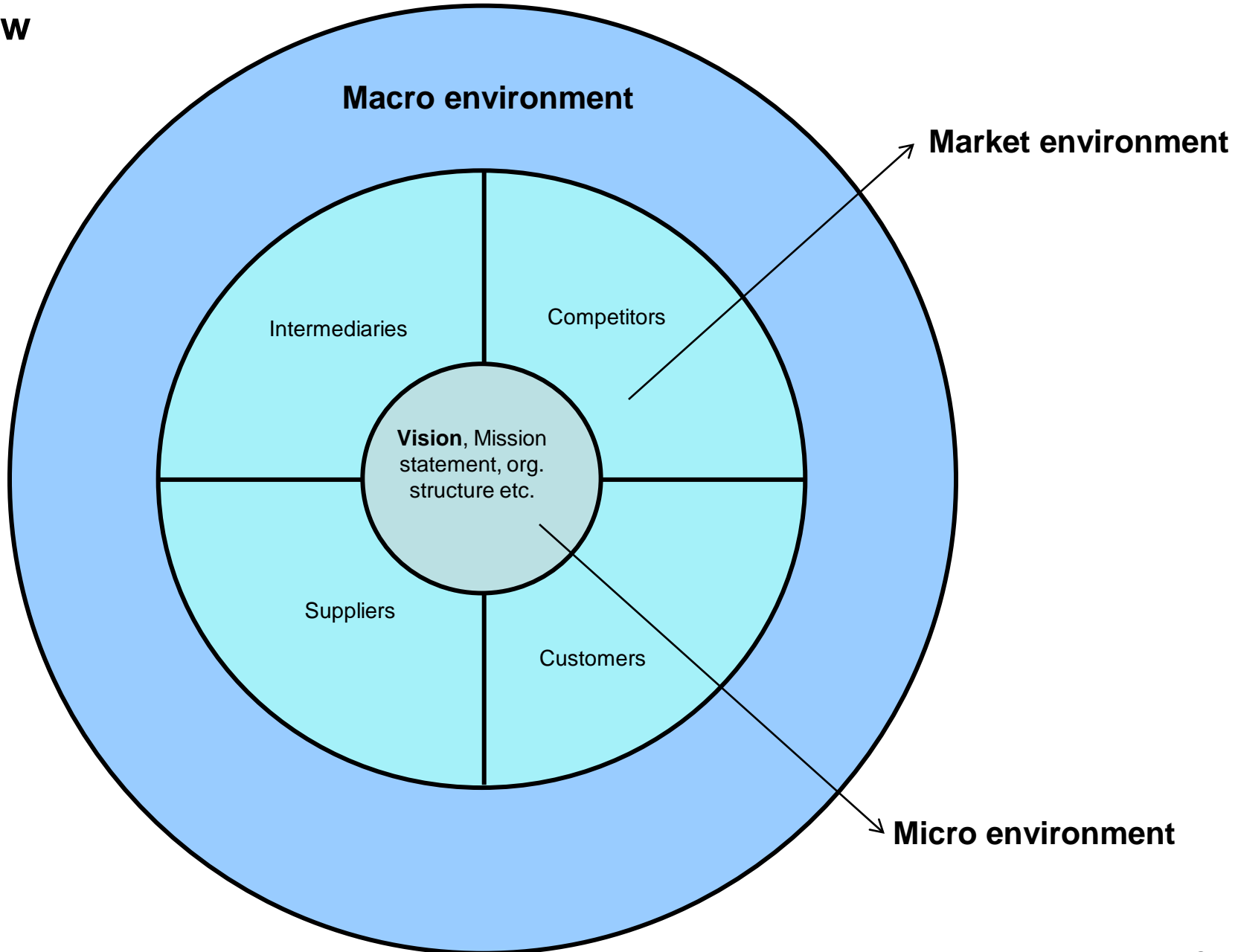

Business Studies

*Section: The Micro, Macro and Market
Environment (Chapter 5)*

Overview



**Project Evaluation Rubric (extract from Bus. Studies Part 1 pg. 57)
for the Primary Research Project assignment 1**

	Little or no progress shown 0-2	Some attempt made 3-5	Valuable steps completed 6-7	Superb progress documented 8-10
Team planning	Ad hoc working with little or no structure or planning.	Some evidence of planning, but unstructured and not focussed.	Good planning, but incomplete and not well coordinated.	Excellent planning that is complete, co-ordinated and time related.
Meetings	Little or no documentation produced.	Some documentation but not in correct format and/or incomplete.	Minutes and/or Agendas are included but not complete or in incorrect formats.	Minutes and Agendas are included in proper format, correctly completed and filed.

Assignment one (total): 10 marks

Assessment standard AS12.1.1

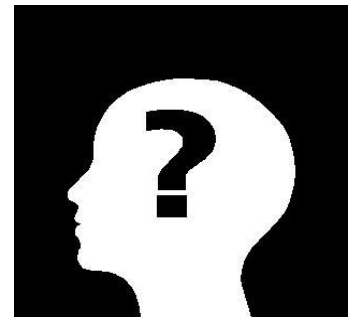
Devise strategies for how a business can respond to the challenges of the macro business environment, critically **evaluate** these strategies and make recommendations as required.

Action verb: Devise

Cognitive level: Synthesis

Explanation: The ability to put elements together to form a new whole

Skills demonstrated: Use old ideas to create new ones, generalize from given facts, relate knowledge from several areas, predict, draw conclusions



Assessment standard AS12.1.4

Select a business from each sector and describe the three environments related to these sectors and the extent to which a business can control these environments.

