

Level 3 Unit 3: Business Management and Careers in the Environmental and Land-based Sector

Sample assessment material – information for teachers

This assignment is provided as an example only. Consortia should produce their own assignments in line with the assessment section of the unit, based on their local delivery circumstances.

Title: Developing a business strategy for a new enterprise

Overview

This unit is assessed through a centre set and marked assignment. Internal assessments are subject to moderation by AQA/City & Guilds.

The learner will complete one assignment, part of which will be survey design, data collection and analysis. The assignment should be seen as a single holistic piece of work, so that the learner appreciates the significance of the tasks and how they link together to develop their understanding of the breadth and importance of the Environmental and Land-based sector and the development of a business strategy.

The brief for this assignment will involve learners working collectively to design a survey and collect data and then individually prepare a report, which demonstrates their knowledge of the business principles, structures and practices. It will give them an opportunity to develop and present a business strategy. The risk analysis must identify and assess factors that may influence the success of the business or limit it reaching full potential. Learners will then be required to identify career pathways and will assess their own skills in relation to a specific job role.

In conclusion, learners are required to present their strategy for the new enterprise to the owner of a business, analyse the impact on other industries within the sector and how its success can be evaluated.

There is an opportunity in this assignment for the learner to demonstrate the PLTS of:

- *Team Working* by designing and conducting a survey with others learners.
- *Reflective Learning* by evaluating the experience and learning required to follow one of the career pathways and match your own skills.
- *Independent Enquirer* by analysing the relevance of the new enterprise and the business risks involved.
- *Creative Thinking* by analysing the relevance of the new enterprise and the business risks involved.
- *Effective Participating* by presenting a persuasive case for a business strategy based upon your risk analysis.

Controls

Further guidance on task setting, task taking and task marking is available from AQA in respect of Controls for the assessment of Principal Learning and must be adhered to.

Task setting (limited control)

It is the responsibility of consortia to design assignments that are fit for purpose and that cover all the assessment criteria in the unit. The assignment should be coherent, have an applied and sector relevant purpose, include the activities to be undertaken and the evidence that must be produced by the learner. Each activity can be taken as and when learners are ready however; this process must not affect the holistic nature of the assessment. The scenario given is an example of how all the tasks can be applied holistically, other scenarios may be more relevant to local circumstances eg it may be appropriate to use another Environmental and Land-based business in the locality or a different enterprise which is large enough to meet all the assessment criteria.

Task taking (limited/medium control)

Time (limited control)

The following is a guide to the approximate times for the tasks:

- Business strategy development including survey design – **four hours**
- To compile the evaluation report on business strategy and career plan – **two hours**
- To design and prepare the presentation – **one hour**
- Delivery of the presentation – **ten minutes**

Resources (limited control)

The following list gives examples of resources that can be used for this assignment, where appropriate others may be used.

- Publications, newspapers and journals relevant to the Environmental and Land-based sector
- Access to businesses and employers in the sector (Whitehaven) so that they can be involved in the introduction of the assignment and hear the learners' presentations.
- Lantra and Defra websites

Supervision (limited/medium control)

Designing and conducting a survey (medium/limited control)

The design of the surveys and the research plan should be developed by a group of learners under direct supervision; however conducting the surveys may be unsupervised. The surveys must be completed and verified with enough information to allow the teacher or assessor to make a reliable judgement about the evidence.

Report and Presentation preparation and writing (medium control)

In order that the Consortium can be confident that the work submitted is the **learners own** and has not been plagiarised in any way, the tasks involving analysis, report writing and presentation design should be carried out under the direct supervision of the teacher or support worker in, for example, a classroom or learning resource centre. However, the learners can bring information sources required for the assessment eg the results of the survey.

The work assessed must be solely that of the learner concerned. Any assistance given to an individual learner, which is beyond that given to the group as a whole, must be recorded on the Candidate Record Form (CRF).

Collaboration (limited/medium control)

Designing and conducting a survey (limited control)

Learners will need to work effectively in small groups to design and conduct the survey. When the surveys have been completed, each learner should use the results independently to assist in the completion of Task 2. Direct questioning of the learner can be used in order to clarify the validity, authenticity and sufficiency of evidence, under these circumstances, the teacher /assessor should include a dated witness statement, verifying this evidence.

Report and Presentation preparation and writing (medium control)

It is intended that learners will work independently whilst carrying out the tasks involving analysis, report writing and presentation design.

Task marking (medium control)

This assignment must be marked by the teacher/assessor using the assessment grid in the Principal Learning Specification. This will be subject to moderation. When assessing a learner's work, teachers/assessors should use their professional judgement to identify the mark band descriptor the work falls within, then the mark given within the range that best describes the depth and quality of the work. Consideration should be given to the depth and breadth of understanding, level of skills, synthesis, analysis, evaluation, independence and originality. Learners can be given a different work related scenario if necessary.

Marking

The marking grid for this unit can be found on page 45–46 of the specification. Please note that the descriptions in this marking grid relate to the top of each band. Further guidance on using marking grids is available in the assessment section of the specification.

Learning outcomes	Band 1	Band 2	Band 3
	The learner has:		
	0 to 5 marks	6 to 10 marks	11 to 15 marks
1 Understand the contribution of the Environmental and Land-based sector	<p>Analysed a limited range of industries within the sector.</p> <p>Described limited professional and personal skills required by employers and employees.</p> <p>Described a brief career pathway available in the Environmental and Land-based sector, showing some limitation in clarity.</p> <p>Explained to a limited degree how an Environmental and Land-based business is structured to meet its own and customer needs.</p>	<p>Analysed a range of industries within the sector.</p> <p>Described professional and personal skills required by employers and employees.</p> <p>Described a clear career pathway available in the Environmental and Land-based sector.</p> <p>Explained how an Environmental and Land-based business is structured to meet its own and customer needs.</p>	<p>Analysed a comprehensive range of industries within the sector.</p> <p>Described in detail professional and personal skills required by employers and employees.</p> <p>Described a clear and detailed career pathway available in the Environmental and Land-based sector.</p> <p>Explained accurately and in detail how an Environmental and Land-based business is structured to meet its own and customer needs.</p>
	0 to 5 marks	6 to 10 marks	11 to 15 marks
2 Understand the principles of Environmental and Land-based business management	<p>Offered a basic analysis of how an Environmental and Land-based organisation has used some business principles to respond to some public expectations of Environmental and Land-based organisations.</p> <p>Evaluated some important aspects of employers' and employees' personal and professional attributes to some of their roles in a business.</p> <p>Interpreted some of the influences of some of the stakeholders.</p> <p>Explained in limited detail the operation of supply-chain management in a business.</p>	<p>Analysed how an Environmental and Land-based organisation has used business principles to respond to public expectations of Environmental and Land-based organisations.</p> <p>Evaluated important aspects of employers' and employees' personal and professional attributes to their roles in a business.</p> <p>Interpreted influences of stakeholders.</p> <p>Explained the operation of supply-chain management in a business.</p>	<p>Analysed accurately and in detail how an Environmental and Land-based organisation has used business principles to respond to public expectations of Environmental and Land-based organisations.</p> <p>Evaluated accurately and in detail all the important aspects of employers' and employees' personal and professional attributes to their roles in a business.</p> <p>Accurately assessed in detail stakeholder influence.</p> <p>Explained in accurate detail the operation of supply-chain management in a business.</p>

Marking grid (continued)

Learning outcomes	Band 1	Band 2	Band 3
	The learner has:		
	0 to 8 marks	9 to 16 marks	17 to 24 marks
3 Be able to analyse risk and customer need for an Environmental and Land-based business	<p>Collected limited information for a business risk analysis.</p> <p>Undertaken limited analysis of relevance and determined risk.</p>	<p>Collected information for a business risk analysis.</p> <p>Analysed information, judging relevance and determining risk.</p>	<p>Collected accurate and detailed information for a business risk analysis.</p> <p>Analysed information, with accurate and detailed judgment of relevance, and determined risk.</p>
	0 to 8 marks	9 to 16 marks	17 to 24 marks
4 Be able to develop a business strategy for an Environmental and Land-based business	<p>Generated limited ideas for a business strategy.</p> <p>Presented a case for a business strategy with limited persuasion.</p> <p>Evaluated the outcome of a business strategy with limited accuracy and detail.</p>	<p>Generated ideas for a business strategy.</p> <p>Presented a reasonably persuasive case for a business strategy.</p> <p>Evaluated the outcome of a business strategy with accuracy.</p>	<p>Generated detailed ideas for a business strategy.</p> <p>Presented a persuasive case for a business strategy.</p> <p>Evaluated the outcome of a business strategy with accuracy and detail.</p>
	0 to 4 marks	5 to 8 marks	9 to 12 marks
5 Be able to develop a career plan for the Environmental and Land-based sector	<p>Carried out a limited self-appraisal of own skills and attributes.</p> <p>Produced a limited career plan for the Environmental and Land-based sector.</p>	<p>Carried out a self-appraisal of own skills and attributes.</p> <p>Produced a career plan for the Environmental and Land-based sector.</p>	<p>Carried out a detailed self-appraisal of own skills and attributes.</p> <p>Produced a detailed career plan for the Environmental and Land-based sector.</p>

Level 3 Unit 3: Business Management and Careers in the Environmental and Land-based Sector

Sample assessment material – information for learners

Title: Developing a business strategy for a new enterprise

Assessment overview

You will complete one assignment, part of which will be survey design, data collection and analysis. The assignment is a single holistic piece of work, so that you appreciate the significance of the tasks, how they link together to develop an understanding of the breadth and importance of the Environmental and Land-based sector and the development of a business strategy.

The brief for this assignment is that you will work collaboratively with other learners in your group to design a survey and collect data. You will then work individually to prepare a report using the data collected, which will demonstrate your knowledge of business principles, structures and practices. It will give you an opportunity to research, develop and present a business strategy. The risk analysis must identify and assess factors that may influence the success of the business or may limit it reaching full potential. You will also be required to identify career pathways and assess your own skills in relation to a specific job role.

In conclusion, using a PowerPoint or other means you are required to present, in no more than ten minutes, your strategy for the new enterprise to the owner of the business, analyse the relationship between other industries within the sector and how its success can be evaluated.

You will be required to produce the following evidence:

- surveys to collect relevant data
- a report of a business strategy
- a career plan
- a presentation to a business owner

There is an opportunity in this assignment for you to demonstrate the PLTS of:

- *Team Working* by designing and conducting a survey with others learners.
- *Reflective Learning* by evaluating the experience and learning required to follow one of the career pathways and match your own skills.
- *Independent Enquirer* by analysing the relevance of the new enterprise and the business risks involved.
- *Creative Thinking* by analysing the relevance of the new enterprise and the business risks involved.
- *Effective Participating* by presenting a persuasive case for a business strategy based upon your risk analysis.

Time

The following is a guide to the approximate times for the tasks:

- Business strategy development including survey design – **four hours**
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- To design and prepare the presentation – **one hour**
- To deliver the presentation – **ten minutes**

Assignment brief/scenario

The first task requires you to analyse the importance of local Environmental and Land-based businesses to the local, national and global economies. This will enable you to be in a position to evaluate other enterprise options for the garden centre below.

Whitehaven Garden centre is a large commercial business which currently buys in all its plants and associated products to sell to the public. However, the owner is considering developing the business by growing pot plants and selling them to current customers, and also small retailers in the locality. This obviously will require considerable research, planning and development. Following a visit to Whitehaven, the owner has approached your Diploma group to carry out a feasibility study for the proposed development. The garden centre employs a number of staff with a range of roles and responsibilities; this will provide you with an opportunity of developing a typical career plan for yourself in an industry within the Environmental and Land-based sector.

You will need to develop and present a business strategy to the owner. In order to complete this; you are required to carry out the following tasks:

Task 1

Analyse the range of industries within the sector which are local to Whitehaven, in terms of their importance to the local, national and global economy. Also, consider the businesses that are in competition or are suppliers to Whitehaven which might influence the business strategy in Task 4.

Task 2

Design and conduct a survey with other learners, to provide data to enable you to work independently to:

- determine customer needs for the home grown pot plants.
- analyse the relevance of the new enterprise and the business risks involved.
- develop ideas for a business strategy.

Task 3

The expansion of the garden centre will inevitably require additional staffing with a range of skill levels. Write a report in which you will need to:

- describe the professional and personal skills required by the owner and the staff to manage and operate the new business.
- explain how the business could be structured to meet its own and customer needs and describe possible career pathways.
- evaluate the experience and learning required to follow **one** of the career pathways and match your own skills and attributes for **one** of the roles in the pathway by producing a career plan as if you intend to work at Whitehaven.

Task 4

Prepare, and give to the owner of Whitehaven, a presentation which includes:

- an explanation of how the main business principles should be put into practice and why quality management, the impact of customer influence and marketing (results from survey) are important to a business operation.
- an explanation of how the supply-chain for the new enterprise would need to operate.
- a persuasive case for a business strategy based upon your risk analysis and how you could evaluate the success of the new venture.