

MARKING KEY FOR THE PLAN YOUR OWN ENTERPRISE ASSIGNMENT

YEAR 11 BUSINESS MANAGEMENT AND ENTERPRISE (ATAR)

STUDENT NAME:

MARK: / 45

	Description	Marks
PowerPoint & Report/Business Plan /15	EACH BULLET POINT IS WORTH 5 MARKS <ul style="list-style-type: none"> Information (text and graphics) are presented and sequenced in a <u>very</u> logical and professional manner throughout the business plan/report, slide show and also appendices (including the creative component) ie. design of staff uniforms Relevant and accurate business terminology (marketing and finance) is <u>very well</u> outlined throughout the business plan/report and slide show Relevant business terminology is <u>very</u> skilfully applied to the enterprise and evident throughout the business plan/report and slide show and showcases originality and authenticity of work. 	
	EACH BULLET POINT IS WORTH 4 MARKS <ul style="list-style-type: none"> Information (text and graphics) are presented and sequenced in a logical and professional manner throughout the business plan/report, slide show and also appendices (including the creative component) ie. design of staff uniforms Relevant and accurate business terminology (marketing and finance) is outlined throughout the business plan/report and slide show Relevant business terminology is skilfully applied to the enterprise and evident throughout the business plan/report and slide show and showcases originality and authenticity of work. 	
	EACH BULLET POINT IS WORTH 3 MARKS <ul style="list-style-type: none"> Some information (text and graphics) is presented and sequenced in a logical and professional manner throughout the business plan/report, slide show and also appendices (including the creative component) ie. design of staff uniforms Some relevant and accurate business terminology (marketing and finance) is outlined throughout the business plan/report and slide show 	

	<ul style="list-style-type: none"> • Some relevant business terminology is skilfully applied to the enterprise and evident throughout the business plan/report and slide show and showcases originality and authenticity of work. <p>EACH BULLET POINT IS WORTH 2 OR LESS MARKS</p> <ul style="list-style-type: none"> • Limited information (text and graphics) is presented and sequenced in a logical and professional manner throughout the business plan/report, slide show and also appendices (including the creative component) ie. design of staff uniforms • Limited relevant and accurate business terminology (marketing and finance) is outlined throughout the business plan/report and slide show • Limited relevant business terminology is skilfully applied to the enterprise and evident throughout the business plan/report and slide show and showcases originality and authenticity of work. 	
<p>Delivery/Talk to the class</p> <p style="text-align: right;">/ 30</p>	<ul style="list-style-type: none"> • Organisation, eye contact with the audience, speaking clearly, articulately and level of professionalism demonstrated during delivery to the class. • Business content - Use of correct business terminology ie. marketing and finance, • Application of relevant business terminology ie. marketing and finance to your enterprise, show casing originality and authenticity of work 	<p style="text-align: right;">/10</p> <p style="text-align: right;">/10</p> <p style="text-align: right;">/10</p>