



## THE LION FOUNDATION YOUNG ENTERPRISE SCHEME

# ASSESSMENT & STUDENT WORKBOOK AS 91384 V1 (3.6)

**CARRY OUT, WITH CONSULTATION, AN INNOVATIVE AND SUSTAINABLE  
BUSINESS ACTIVITY**

9 Credits, Level 3

Version 1

STUDENT NAME:

COMPANY NAME:

TEACHER:

OVERALL RESULT:

N/A

A

M

E

ASSESSOR  
SIGNATURE:

STUDENT  
SIGNATURE:



## ACHIEVEMENT STANDARD

<b>Subject Reference</b>	Business Studies 3.6		
<b>Title</b>	Carry out, with consultation, an innovative and sustainable business activity		
<b>Level</b>	3	<b>Credits</b>	9
		<b>Assessment</b>	Internal
<b>Subfield</b>	Business Operations and Development		
<b>Domain</b>	Business Studies		
<b>Status</b>	Registered	<b>Status date</b>	17 November 2011
<b>Planned review date</b>	31 December 2014	<b>Date version published</b>	17 November 2011

This achievement standard involves carrying out, with consultation, an innovative and sustainable business activity.

### ACHIEVEMENT CRITERIA

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Carry out, with consultation, an innovative and sustainable business activity.</li> </ul>	<ul style="list-style-type: none"> <li>Carry out, in depth and with consultation, an innovative and sustainable business activity.</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensively carry out, with consultation, an innovative and sustainable business activity.</li> </ul>

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## EXPLANATORY NOTES

1. This achievement standard is related to the *Teaching and Learning Guide for Business Studies*, Ministry of Education, at <http://seniorsecondary.tki.org.nz/>; *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007; and *Te Marautanga o Aotearoa*, Ministry of Education, 2008.

Assessment will involve a selection from the business content and concepts related to Business Studies Level 8 Learning Objective One and Learning Objective Two in the *Teaching and Learning Guide for Business Studies*.

2. *Carry out, with consultation, an innovative and sustainable business activity* typically involves planning for a business activity, consulting for a business activity, carrying out the business activity and evaluating the business activity through:

- stating business knowledge relevant to the business activity
- stating a Māori business concept(s) where relevant to the business activity

*Carry out, in depth and with consultation, an innovative and sustainable business activity* typically involves sound planning and consultation for a business activity and sound evaluation of the business activity through:

- including business knowledge relevant to the business activity to support explanations
- including a Māori business concept(s) where relevant to the business activity to support explanations

*Comprehensively carry out, with consultation, an innovative and sustainable business activity* typically involves thorough planning and consultation for a business activity, and thorough evaluation of the business activity through:

- integrating business knowledge relevant to the business activity to fully support explanations
- integrating a Māori business concept(s) where relevant to the business activity to fully support explanations

3. *A business activity* refers to the production of a good or service.
4. *Innovative* refers to originality, invention, commercialisation, or improvement with reference to business formation, functions, people, management and environment.
5. *Sustainable* refers to an ongoing focus on economic, social, cultural (including ethical), and environmental outcomes.
6. *With consultation* refers to engaging in consultation with specialist advisors in relation to innovative, sustainable and ethical aspects of the business activity.
7. *Evaluate* involves measuring the performance of the business activity in relation to desired economic, social, cultural (including ethical), and environmental outcomes.
8. Conditions of Assessment related to this achievement standard can be found at [www.tki.org.nz/e/community/ncea/conditions-assessment.php](http://www.tki.org.nz/e/community/ncea/conditions-assessment.php).

**Replacement Information:** This achievement standard replaced unit standard 22862 and unit standard 22863.



## STUDENT INSTRUCTIONS SHEET

### OVERVIEW

You will work in a Young Enterprise Scheme (YES) company for the year. In your group you will plan, consult and carry out an innovative and sustainable business activity. You will evaluate your business activity and maintain a portfolio of evidence.

Your work will be assessed on your ability to:

1. Contribute to the business plan and business pitch
2. consult with specialist advisors and reflect on feedback from specialist advisors
3. play an active role in the carrying out of your group's business activity
4. evaluate and review the business activity in relation to desired economic, social, cultural (including ethical) and environmental outcomes
5. submit an individual portfolio that shows evidence of your planning, consultation, carrying out and evaluation of the business activity
6. integrate business knowledge relevant to the business activity to fully support explanations
7. integrate a Māori business concept(s) where relevant to the business activity to fully support explanations

*Excerpt from NZQA Clarifications document June 2014:*

#### CARRY OUT

As specified in the Conditions of Assessment, the activity should be ongoing over several months. This differentiates the business activity from 90842, which assesses a one-off activity, and 90848 which requires students to carry out their activity on two separate occasions.

A product should be produced and taken to market. Ideally this would constitute selling the product over a period of time. If there is a valid reason the product cannot be sold (for example, if it has a long research and development timeframe) then taking a prototype of the product to a potential customer for feedback or an agreement for future sales would suffice.

If students choose a service it is expected that the service will actually be carried out.

#### CONSULTATION

Consultation must be with outside advisors with expertise in the innovative or sustainable aspects of the business activity, or experts in the activity. Consultation should be on-going during the activity and not just one-off feedback from presenting the business pitch.

#### INNOVATION

Students are required to justify why their chosen activity can be regarded as innovative. They may choose to base this on originality, invention, or commercialisation of their product or service. Innovation could also be shown in processes, for example, the production process or the use of viral marketing or crowd fundraising.

#### SUSTAINABILITY

As explained in EN5 of the standard, sustainability refers to meeting the quadruple bottom line of cultural (including ethical), social, environmental and economic outcomes.

The focus on these must be apparent in the goal setting and other relevant sections of the business plan. Evaluation must also involve measuring the performance of the business activity in relation to its desired economic, social, cultural (including ethical), and environmental outcomes, as stated in the plan.

#### AWARDING GRADES

The grade a group receives for its business plan is the highest grade a group member may receive. An individual may be awarded a lower grade based on their evaluation, but cannot be awarded a grade higher than that given for the business plan.

(<http://www.nzqa.govt.nz/qualifications-standards/qualifications/ncea/subjects/business-studies/clarifications/level-3/as91384/>)



## STUDENT INSTRUCTION SUMMARY

There are five tasks in this assessment. They are summarised here.

### TASK 1 - PORTFOLIO

- Collect evidence throughout the year of your ongoing business activity.

### TASK 2 - BUSINESS PLANNING & CONSULTATION (GROUP TASK)

#### For Achieved:

- Choose an innovative and sustainable business activity
- Include Māori Business Concept(s) if relevant
- Consult with one or more specialist advisors to get feedback on your business idea.
- Prepare a Business Plan.
- Annotate the Business Plan to show the contribution made by each YES director.

#### For Merit:

- As for Achieved AND
- As a group, prepare a **sound** Business Plan that includes relevant business knowledge to support your explanations

#### For Excellence:

- As for Achieved AND
- As a group, prepare a **thorough** Business Plan that integrates relevant business knowledge to support your explanations. The individual sections of the Business Plan should link together to meet the business mission and objectives

### DISCUSS THE FORMAT OF YOUR PLAN WITH YOUR TEACHER .

A Business plan could be in the form of a written business plan, a verbal plan with a power-point, a website or combination of. Your teacher will decide the format required for your class.

You should be aware that the grade you receive for the Business Plan is the HIGHEST grade you can receive overall for this Achievement Standard.



#### BUSINESS PLAN DEADLINE

