

What should be included in Booklet A

Section 1: Aim

State clearly the aim/s of your task, e.g. to investigate the process of starting up a (specific) business, ensuring that all areas of the specification identified on the cover of Booklet A have been clearly referenced in this section.

Section 2: Action Plan

The candidate needs to provide a diary of actions to be taken when investigating the task. This is an opportunity for the candidate to detail their personal contributions to the task, and whilst there are group/collaborative activities, where possible, they should use this section to give their own input/opinion.

The 'actions' column should commence with 'I' to indicate that this is the candidates personal work/input. As these are planned actions, they should be written in the future tense.

The 'actions' should be in chronological order, in the 'personal targets dates' column.

The 'working log of progress', should reflect what happened when these actions were carried out, these should be written in the past tense if carried out correctly.

Section 3: Primary Research

Candidates should discuss, decide on and design an appropriate form of research in order to gather information relevant to the aim/s of their task.

Acceptable forms of primary research are for example; designing a questionnaire or interview questions to use to gather relevant information from an appropriate source. No more than 10 questions are required.

If designing a questionnaire or interview questions, we would expect candidates would follow the following process:

1. Initially candidates should come up with their own set of questions (homework);
2. After sharing, and class discussion, a decision is made on the actual questions to be included (collaborative work);
3. Having completed the questionnaire/interview, they would then create a collated set of results (individually).

All of the above work i.e. steps 1 to 3 should be appended to Booklet A. When presenting your results from the research, candidates should include a brief explanation of their meaning/relevance, as this will be helpful to them when completing Booklet B.

Section 4: Secondary Research

This section should summarise information sourced from any relevant sources; and for example may include any of the following:

- The internet (world wide web)
- Social media e.g. facebook
- Textbooks
- Class notes
- Newspapers
- Television/radio programmes etc

All of the above should be appended to Booklet A. When presenting your results from the research, candidates should include a brief explanation of their meaning/relevance, as this will be helpful to them when completing Booklet B.

Section 5: Information Requirements

This section provides a record of information that you will need to complete your research. The candidate should document each of these sources. Ensure that website addresses are clearly documented if using web site sources. In order to access maximum marks, it is essential that all information gathered is relevant to the aim/s.

All of the above should be appended to Booklet A. When presenting your results from the research, candidates should include a brief explanation of their meaning/relevance, as this will be helpful to them when completing Booklet B.

Absenteeism

If a candidate for whatever reason is unable to complete sections of Booklet A with the rest of the class, the teacher should exercise discretion, and make alternative arrangements in order that the candidate is not disadvantaged.

Elaboration of the Marking Grid For Booklet A

Criteria 1 (Assessment of AO1)

Specifically in the section 'Aim', but also throughout the booklet, candidates will be expected to reference appropriately specialist business terms. To achieve the top mark of 3, they must not only use the terms in the correct context, but it must be clear that they understand them in the relation to the aim/s of the task.

The areas of the specification relating to specialist business terms for the task will be clearly indicated on the front cover of Booklet A. So for example, this may include references to financial statements, types of ownership, marketing plans, recruitment or training, or any other relevant areas of the specification.

Marking for Criteria 1

1 mark: Awarded for a simple, brief aim, with little (1/2 references) or no reference to the specialist business terms, relevant to the task.

1 mark: Awarded if it is clear that all candidates have expressed the same aim as provided by the teacher, as this is not individual work.

2 marks: Awarded for using appropriately a number of specialist business terms (3 or more), demonstrating a brief but appropriate level of understanding, in relation to the task.

3 marks: Awarded for using specific specialist business terms (3 or more) written comprehensively and detailing them in relation to the task.

Criteria 2.1 (Assessment of AO2)

1 Mark: A **simple action plan** will have few actions, (1 to 3), it will be brief and limited in detail. It may refer to what 'we did' or 'my teacher' as opposed to personal contribution, it will make general references and not necessarily be related to the aim of the task. The working log will have a few words/brief statements of what happened. There will be little or no use of any specialist business terms.

NB: If a teacher feels that they need to support their pupils by providing the class with the list of actions, this will also be regarded as worthy of one mark, as it is not individual work.

2 Marks: An **appropriate action plan** will have at least 3 specific actions relating to the aim of the task. It will be written in individual style, it will have brief but appropriate comments on the working log of progress. The use of specialist terms will be relevant to the aim/s of the task.

3 Marks: An **appropriate and detailed action plan** will include more than 3 specific actions relating to the aim of the task. The actions and working log will be written in individual style, providing detail of the outcomes in the working log of progress, all of which are clearly relevant to the aim/s of the task.

Criteria 2.2 (Assessment of AO2)

1 Mark: A **basic primary research tool** will have limited evidence of having carried out the individual work required to create/carry out the research. It may be brief and of limited relevance to the aim/s of the task. Parts may be missing.

2 Marks: An **adequately designed primary research tool** will have included the following; evidence of their own work, the class work and the collated outcomes, the work will be appropriate to the aim/s of the task, but may not be annotated or organised in detail.

3 Marks: A **well-designed primary research tool** will include the following; evidence of their own work, the class work and the collated results. Presentation will be cohesive, with explanatory notes as to how the outcomes are relevant to the aim/s of the task.

Criteria 2.3 (Assessment of AO2)

1 Mark: Limited secondary research will have limited evidence of having carried out the individual work required to create/carry out the research. It may be brief and include only 1- 3 pieces of information which are of limited relevance to the aim/s of the task. Parts may be missing, or unclear.

2 Marks: Adequate secondary research will have the included evidence of research from a **range*** of sources, 3 or more specific sources. The work will be appropriate to the aim/s of the task, however, it may not be annotated or organised in any detail.

3 Marks: Thorough and relevant secondary research will include evidence of research from a **range*** of resources, 3 or more specific sources. Presentation will be cohesive, with explanatory notes as to how they are relevant to the aim/s of the task.

*A range means the research comes from more than one source

Criteria 3 (Assessment of AO3)

1 Mark: Some results of the research findings have been presented, the research will be appended at the back of Booklet A, but there will be either no/limited attempt to link them with the aim/s of the task. There is no use of alternative presentation methods such as, graphs, diagrams, tables or whatever may be appropriate to the aim/s of the task. There may be no link made between primary and secondary research.

2 Marks: Findings have been presented **appropriately**, the research has been appended at the back of Booklet A, alternative presentation methods have been used as appropriate to the aim/s of the task. Explanatory notes have made some links between the primary and secondary research findings.

3 Marks: Findings have been presented in a **highly effective way**, the research has been appended at the back of Booklet A, a range of appropriate presentation methods have been used which are appropriate to the aim/s of the task. Explanatory notes have made clear and detailed connections between the primary and secondary research.