

# Small Business Enterprise

2010 ASSESSMENT REPORT

Society and Environment Learning Area



Government  
of South Australia

**SACE**  
Board of SA

# **SMALL BUSINESS ENTERPRISE**

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### **GENERAL COMMENTS**

The moderation panel was impressed by the variety of small businesses that were researched by students. Some of these businesses involved livestock breeding, agricultural products, sport and gaming tournaments, screen-printed items, catering, and jewellery and fashion clothing.

### **ASSESSMENT COMPONENT 1: SMALL BUSINESS ENVIRONMENT**

Teachers used a variety of assessment tasks that allowed students to demonstrate achievement of the learning outcomes for this assessment component. Such tasks included interviews with local small business managers, the oral presentation of a case study, assignments on entrepreneurs, research assignments on small business in Australia, reports on the features that lead to success in small business (financial documentation, marketing, and advertising), and the evaluation of a class small business activity.

It was evident during moderation that the student responses demonstrated a greater level of understanding of the theory of small business and its application than previous years. This was reflected in the higher quality of business plans and evaluation reports for this year.

### **ASSESSMENT COMPONENT 2: BUSINESS PLAN**

Most business plans were completed using the correct business report format, which included a contents page, headers, footnotes, page numbering, appendices, and a bibliography. It was evident that students had been given clear guidelines on what they were required to present in their business plan.

Students who detailed the evidence they would collect to assess the achievement of their personal and business goals generally performed well in their evaluation report, as they had a detailed plan of what to collect throughout the running the enterprise component of the course.

### **ASSESSMENT COMPONENT 3: RUNNING THE ENTERPRISE**

Generally, students who experienced success in this component spent approximately 40 hours trading on a regular basis, spread over an extended period of time. The frequency of trading and the volume of sales shown in the evaluation reports gave moderators an indication of the students' success in this component. Overcoming problems was also taken into account; for example, when some business partners left and therefore ideas needed to change, and when there were problems with suppliers.

## **ASSESSMENT COMPONENT 4: EVALUATION REPORT**

Most evaluation reports were written to the maximum of 1200 words, using business report conventions.

The moderators noted a general increase in the quality of reports compared to previous years. The most successful reports succinctly conveyed information related to the evaluation of the personal and business goals, and the presentation of evidence to support this evaluation, and the in-depth financial evaluation of the business enterprise.

Chief Assessor  
Small Business Enterprise