

## Achievement Standard

<b>Subject Reference</b>	Business Studies 3.2		
<b>Title</b>	Demonstrate understanding of strategic response to external factors by a business that operates in a global context		
<b>Level</b>	3	<b>Credits</b>	4
		<b>Assessment</b>	External
<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 2019	<b>Date version published</b>	17 November 2016

This achievement standard involves demonstrating understanding of strategic response to external factors by a business that operates in a global context.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Demonstrate understanding of strategic response to external factors by a business that operates in a global context.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate in-depth understanding of strategic response to external factors by a business that operates in a global context.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate comprehensive understanding of strategic response to external factors by a business that operates in a global context.</li> </ul>

### Explanatory Notes

- 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 in the *Teaching and Learning Guide for Business Studies*.

This standard is also derived from *Te Marautanga o Aotearoa*. For details of *Te Marautanga o Aotearoa* achievement objectives to which this standard relates, see the [Papa Whakaako](#) for the relevant learning area.

- 2 *Demonstrate understanding* typically involves explaining the strategic response to external factors through:
- stating examples
  - stating business knowledge relevant to the strategic response to external factors
  - stating a Māori business concept(s) where relevant to the strategic response to external factors.

*Demonstrate in-depth understanding* typically involves fully explaining the strategic response to external factors through:

- including examples to support explanations
- including business knowledge relevant to the strategic response to external factors to support explanations
- including a Māori business concept(s) where relevant to the strategic response to external factors to support explanations.

*Demonstrate comprehensive understanding* typically involves evaluating the strategic response to external factors through:

- integrating examples to fully support explanations
- integrating business knowledge relevant to the strategic response to external factors to fully support explanations
- integrating a Māori business concept(s) where relevant to the strategic response to external factors to fully support explanations.

- 3 *External factors* refer to those outside of the business's control that can affect its business functions, people, management and environment.
- 4 *Global context* refers to a business operating in an international environment.
- 5 *Examples* refer to providing relevant information from a business operating in a global context studied in depth.
- 6 *Strategic response* means a relevant 'business wide' reaction at multiple levels (size, scope, timeframe).
- 7 Assessment Specifications for this achievement standard can be accessed through the Business Studies Resources page found at <http://www.nzqa.govt.nz/qualifications-standards/qualifications/ncea/subjects/>.

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### Replacement Information

This achievement standard and AS91379 replaced unit standard 22858.

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**Quality Assurance**

- 1 Providers and Industry Training Organisations must have been granted consent to assess by NZQA before they can register credits from assessment against achievement standards.
- 2 Organisations with consent to assess and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Consent and Moderation Requirements (CMR) reference

0233