

New Zealand Qualifications Framework Levels 1 – 3, 2011

Business Studies

National Moderator's Report

General Guidance for Assessors

The purpose of external moderation is to provide reassurance that teacher judgements are at the national standard and are made on the basis of assessment materials that are fair and valid. All assessment materials are expected to:

- give the student the opportunity to meet the requirements of the standard
- include an assessment schedule that gives evidence of appropriate student responses and clear judgements at all levels.

To help to ensure best assessment practice teachers need to access the Subject Specific Resources for Business Studies on the NZQA website: www.nzqa.govt.nz/businessstudies

The resources on this webpage include:

1. clarification of issues with the standards
2. newsletters - current and archived editions
3. previous national moderator reports
4. a link to the TKI resources

General comments

Level 1

New versions of tasks on TKI have enabled teachers to more clearly define the grade boundary for each standard.

90840

The focus of this task is to see how the 4Ps are applied to a product or service. Students have, in many cases, described the product or service and then tried to identify aspects of the 4Ps which is not the focus of the standard. The standard is aiming to ensure that students can define, describe, identify or outline the marketing mix and how it [the marketing mix] applies to a specific product or service.

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Students need to use a business that has a Human Resources department. The local firm/franchisee may not have such a department, and this prohibits the student's ability to 'Investigate in detail' (Merit) or 'Comprehensively investigate' (Excellence) aspects of human resource processes in the business. Linkages between the various HR elements are generally not possible in smaller firms.

See <http://www.nzqa.govt.nz/qualifications-standards/qualifications/ncea/subjects/business-studies/clarifications-of-standards/> for more information.

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Please note that the intention of the business activity standard is to ensure students demonstrate critical thinking – and this occurs in the planning of the entity. Teachers can provide guidance to students in the planning area of the business, to challenge students and their notions of what may/may not work. Students and groups that have demonstrated insufficient planning have not demonstrated the competencies required to achieve the standard.

The National Moderator reports will be replaced by newsletters and clarifications documents from 2012.