Revision – Business studies, operations

**Teacher note** – in the following activities, students will apply their business content knowledge to contemporary business issues. Students will then use their skills and knowledge to an examination style question.

# Aim

Business Studies aims to develop knowledge, understanding, skills and values which enable students to make judgements about the performance of businesses in a dynamic business environment.

# Objectives

Through Business Studies, students will develop:

* knowledge and understanding about:
* the nature, role and structure of business
* internal and external influences on business
* the functions and processes of business activity
* management strategies and their effectiveness

skills to:

* investigate, synthesise and evaluate contemporary business issues and hypothetical and actual business situations
* communicate business information and issues using appropriate formats
* apply mathematical concepts appropriate to business situations

values and attitudes about:

* responsible participation in business activity
* ethical business behaviour
* corporate social responsibility.

# Outcomes

The student:

* **H1** critically analyses the role of business in Australia and globally
* **H2** evaluates management strategies in response to changes in internal and external influences
* **H3** discusses the social and ethical responsibilities of management
* **H4** analyses business functions and processes in large and global businesses
* **H5** explains management strategies and their impact on businesses
* **H6** evaluates the effectiveness of management in the performance of businesses
* **H7** plans and conducts investigations into contemporary business issues
* **H8** organises and evaluates information for actual and hypothetical business situations
* **H9** communicates business information, issues and concepts in appropriate formats

Outcomes referred to in this document are from [Business Studies Stage 6 Syllabus](https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/stage-6-learning-areas/hsie/business-studies) © NSW Education Standards Authority (NESA) for and on behalf of the Crown in right of the State of New South Wales, 2010. Original published version updated: August 2013 – Updated with minor amendments.

# Teaching and learning activities

* With reference to a business that you have studied, write notes in the table below on the following:
  + how the contemporary business situations may impact on the management of operations
  + possible strategies to deal with the situations
  + case study examples

|  |  |  |
| --- | --- | --- |
| Contemporary business situation | Syllabus area of operations | Impact on management of the business, possible strategies and case study examples |
| The government bans certain inputs/products from being sold in Australia | * Influences * Operations processes - inputs |  |
| Interest rates in Australia have risen and the Finance management have said that this is impacting on paying for business supplies | * Role of management, Interdependence * Influences * Operations processes, Inputs |  |
| The government starts a new trade agreement with Great Britain | * Influences * Operations processes, inputs * Operations strategies, supply chain management * global factors |  |
| An unusually hot Summer/long Winter has impacted on customer demand | * Operations processes, transformation processes |  |
| Customers have started complaining about the quality of the product (and/or service) | * Operations processes, outputs * Operations strategies, performance objective and quality management |  |
| Due to customer has meant the introduction of an expansion on the range of products at different prices | * Performance objectives- quality, speed, dependability, flexibility, customisation, cost |  |

* Now using your content knowledge and your business examples write notes 4-5 key points for each of the following syllabus points.

|  |  |
| --- | --- |
| Syllabus outcomes and Learn to points | 4-5 Key points |
| identify the breadth of government policies that affect operations management |  |
| explain how operations strategy can help a business sustain its competitive advantage |  |
| evaluate management strategies in response to changes in internal and external influences |  |
| explain management strategies and their impact on businesses |  |
| evaluates the effectiveness of management in the performance of businesses |  |

# Alternative revision activities

**Teacher note**: students can complete these activities in class or as remote learning activities. Students should be instructed to only complete the activities for those topics that have already been covered in class.

* In one paragraph, explain the role of operations management.
* Complete a [concept map](https://app.education.nsw.gov.au/digital-learning-selector/LearningActivity/Card/577#.YN0A4wh4ic4.link) that illustrates the influences on operations.
* With reference to a business case study, explain 2 influences on operations.
* Use your knowledge of the transformation process and your case study to complete the table below:

|  |  |  |
| --- | --- | --- |
| Elements of the transformation process | Explain how this process works and how it can improve operations | Provide a case study example of this part of the process being used to improve operations |
| volume, variety, variation in demand and visibility (customer contact) |  |  |
| sequencing and scheduling - Gantt charts, critical path analysis |  |  |
| technology, task design and process layout |  |  |
| monitoring, control and improvement |  |  |

* Distinguish between inputs and outputs in operations. In your response you should refer to a case study example.
* Use your knowledge of operations strategies and your business case study to complete brief notes in the table below:

|  |  |  |  |
| --- | --- | --- | --- |
| Operations strategies | Describe the strategy and suggest when you would recommend this | How can this strategy help gain or sustain a competitive advantage? | Case study example |
| Setting performance objectives:   * quality * speed * dependability * flexibility * customisation * cost |  |  |  |
| new product or service design and development |  |  |  |
| supply chain management:   * logistics * e-commerce * global sourcing |  |  |  |
| outsourcing |  |  |  |
| Technology:   * leading edge * established |  |  |  |
| inventory management:   * holding stock * LIFO * FIFO * JIT |  |  |  |
| quality management:   * control * assurance * improvement |  |  |  |
| overcoming resistance to change:   * financial costs * purchasing new equipment * redundancy payments * retraining * reorganising plant layout * inertia |  |  |  |
| global factors:   * global sourcing * economies of scale * scanning and learning * research and development |  |  |  |

* Use your knowledge of operations and your case study to identify 3 ‘big ideas’ that you would write about in response to the following questions:

|  |  |
| --- | --- |
| Question | 3 big ideas |
| Assess the impact of globalisation on operations strategy |  |
| Discuss the balance between cost and quality in operations strategy |  |
| To what extent is the influence of government policy significant in business operations management |  |
| Explain why corporate social responsibility is a key concern in operations management |  |
| Assess the relationship between operations and the other key business functions in two actual businesses |  |
| With reference to a business case study, evaluate the effectiveness of management strategies in response to changes in internal and external influences |  |

* Use your knowledge of operations and your case study to complete an essay response to the following question: ‘How important is the role of operations management in business success.’ In your response you should refer to at least one business case study and to the importance of selecting appropriate strategies and processes.
* Swap your essay with a peer and use a [2 stars and a wish strategy](https://app.education.nsw.gov.au/digital-learning-selector/LearningActivity/Card/549#.YN0MZVO_A5M.link) to seek and provide ideas to improve the essays. Essays should be assessed on whether they:
  + draw out and clearly relate the implications of effective operations management to business success
  + apply relevant case study/studies and contemporary business issues
  + present a sustained, logical and cohesive response and communicate clearly using relevant business terminology and concepts
* On completion of the final essay revisions you may like to arrange with your teacher to submit this for further feedback.

## Operations extended response

* With reference to your business studies knowledge and the information that you have just compiled, complete an extended response for the following question: ‘Explain the relationship between operations processes and operations strategies’.
* Use a feedback strategy to gain advice on how to improve the extended response from 3 of your peers before emailing to your teacher. Feedback should be based on the marking guidelines below and whether the response meets the following rubric:
  + demonstrate knowledge and understanding relevant to the question
  + apply relevant business case study/ studies and contemporary business issues
  + communicate using relevant business terminology and concepts
  + present a sustained, logical and cohesive response

## Operations marking guidelines

**Teacher note** - the marking guidelines are to assist students in writing their response, and teachers in marking the response.

|  |  |
| --- | --- |
| **Criteria** | **Marks** |
| * Clearly relates cause and effect and makes evident the relationship between operations processes and operations strategies * Applies relevant case study/studies and contemporary business issues * Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts | 17-20 |
| * Relates cause and effect and makes evident the relationship between operations processes and operations strategies * Uses relevant case study/studies and contemporary business issues * Presents a logical and cohesive response using relevant business terminology and concepts | 13 -16 |
| * Provides characteristics and features of operations processes or operations strategies AND sketches operations processes or operations strategies * Makes reference to case study/studies and/or contemporary business issues * Communicates using relevant business terminology and concepts | 9 -12 |
| * Sketches operations processes and/or operations strategies in general terms * May make reference to case study/studies and/or contemporary business issues * Communicates using some business terminology and concepts | 5 - 8 |
| * Makes limited reference to Operations * May identify case study/studies * Uses basic business terminology | 1 - 4 |