**BBI20 | Introduction to Business**

**Unit 1 | Business Fundamentals**

**Assignment 1.1 | Business Decision making Exercise**

**Due Date:**

**Description:**

As the Survivor Game has illustrated, each business needs to focus on three questions:

1. What produce?

2. How to produce it?

3. Who to produce it for?

**Task:**

In this activity you will different factors, in order of importance, for TWO different businesses.

You will read the business descriptions to start with and then rank the cards given according to how important they are for the individual business.

After you have ranked the factors, you will then write up your results in the form of a report explaining which factors were most important and why, and which factors were least important and why.

You will need to include the business description in your report to, and link this to the factors. Also, include a copy of the continuum with the factors written on it, in order of importance.

**Length:** 2-3 pages in total.

**Evaluation Rubric:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Level 1** | **Level 2** | **Level 3** | **Level 4** |
| **Knowledge**Introduction to the business and the main factors which need to be taken into consideration.  | Limited introduction to the business.  | Some introduction to the business. | Considerable introduction to the business.  | Thorough introduction to the business.  |
| **Thinking**The factors have been ranked according to importance using the continuum given.  | Little thought has gone into the factors have been ranked.  | Some thought has been given to the factors have been ranked.  | Considerable thought has been given to the factors have been ranked. | Thorough thought has been given to the factors have been ranked. |
| **Application*****Explanation*** of the factors in order of importance with reasons for your decision making.  | Limited explanation and analysis, including few aspects of the issue. | Some explanation and analysis, including some aspects of the issue. | Considerable explanation and analysis, including most aspects of the issue. | Thorough explanation and analysis, including all aspects of the issue. |
| **Communication**Demonstrate effective use of business communication techniques in a business report; including organization, grammar and spelling. | Limited communication.Poor SPAG (Spelling, Punctuation and Grammar).Few references.  | Some communication.Good SPAG.References have been cited correctly.  | Considerable communication.Excellent SPAG.Many references cited correctly. | Excellent communication.Faultless SPAG.Full reference list in MPA format.  |

**Knowledge /10**

**Thinking /10**

**Application /20**

**Communication /10**

**Comments:**