



Sample assessment task

Year level	7
Learning area	Humanities and Social Sciences
Subject	Economics and Business
Title of task	Case study of an entrepreneur

Task details

Description of task	Students will use an inquiry process to collect information on a well-known entrepreneur and use it to conduct a role-play of an interview with the entrepreneur that they researched
Type of assessment	Formative
Purpose of assessment	To assess students' understanding of key Economic and Business concepts and skills as they apply to characteristics of entrepreneurs, including the behaviours and skills they bring to their businesses
Assessment strategy	Performance – role-play
Evidence to be collected	<ul style="list-style-type: none"> • Research notes • Observation of performances
Suggested time	<ul style="list-style-type: none"> • Preparation and practice – two to three hours • Performances – one hour

Content description

Content from the Western Australian Curriculum	<p>Knowledge and understanding</p> <p>How consumers rely on businesses to meet their needs and wants</p> <p>Characteristics of entrepreneurs, including the behaviours and skills they bring to their businesses (e.g. establishing a shared vision; and demonstrating initiative, innovation and enterprise)</p> <p>Why individuals work (e.g. earning an income, contributing to an individual's self-esteem, material and non-material living standards, happiness)</p> <p>Humanities and Social Sciences skills</p> <p>Construct a range of questions, propositions and/or hypotheses</p> <p>Use a variety of methods to collect relevant information and/or data from a range of appropriate sources, such as print, digital, audio, visual and fieldwork</p> <p>Use criteria to select relevant information and/or data such as accuracy, reliability, currency and usefulness to the question</p> <p>Draw evidence-based conclusions by evaluating information and/or data to generate a range of alternatives and plan for action in response to contemporary events, challenges, developments, issues, problems and/or phenomena; make comparisons; evaluate costs (disadvantages) and benefits (advantages); and infer relationships</p>
Key concepts	Specialisation and trade, Allocation and markets

Task preparation

Prior learning	Students are familiar with characteristics of entrepreneurs, including the behaviours and skills they bring to their businesses, e.g. establishing a shared vision, and demonstrating initiative, innovation and enterprise.
Assessment differentiation	Teachers should differentiate their teaching and assessment to meet the specific learning needs of their students, based on their level of readiness to learn and their need to be challenged. Where appropriate, teachers may either scaffold or extend the scope of the assessment tasks.

Assessment task

Assessment conditions	Research and interview are completed in pairs.
Resources	Research materials: online and/or hard copy

Instructions for teacher

Case study of an entrepreneur

Students will be performing a role-play interview with a well-known entrepreneur in a relaxed, daytime TV format (human interest and eliciting emotional responses are important). The focus is on introducing the person, giving a brief overview of their career and asking probing questions to find out their entrepreneurial attributes.

Students present their interviews to the class or supply a video recording. Alternative formats include creating and annotating a Facebook wall for the students' chosen entrepreneur or writing a feature article about the entrepreneur.

Revise the key concepts that relate to this assessment activity.

Allocation and markets

How will an economy's scarce resources and goods and services be allocated? Every society must decide how to answer the basic questions of what goods and services to produce, how to produce these goods and services, how many goods and services to produce and for whom to produce these goods and services. A market provides a way to allocate resources, goods and services, based on the actions of consumers, producers and governments. An understanding of the concept of allocation and markets is developed in the following ways:

- the role of key participants in the Australian economy
- how consumers and producers respond to and influence each other in the market
- the rights and responsibilities of consumers and businesses in Australia
- how markets operate in Australia and why they may be influenced by government.

Specialisation and trade

Specialisation by both workers and businesses leads to increased production and provides for the most efficient use of resources. The exchange of goods and services between countries (trade) results in increased interdependence between the sectors in, and between, economies. An understanding of the concept of specialisation and trade is developed in the following ways:

- the reasons businesses exist and the different ways they provide goods and services
- how consumers rely on businesses to satisfy their wants
- characteristics of entrepreneurs and successful businesses
- why individuals work, different types of work and how individuals derive an income.

Instructions to students

Case study of an entrepreneur

Part 1

Research

In pairs, you will be role-playing an interview with a well-known entrepreneur of your choice. You will have three lessons to research your entrepreneur and prepare your interview.

Part 2

Interview

The interview should last 5–8 minutes and could be a feature segment in a daytime TV program. As this program aims to entertain and emotionally engage the audience, you should ensure that your interview covers the following points:

- some background about the entrepreneur and the business/es they are involved in
- at least three occasions when the entrepreneur has experienced significant successes and/or difficulties in their business/es and the skills they used in these situations
- why the entrepreneur is involved in their industry
- any advice they would give to someone considering starting their own business
- how important or significant they see themselves and their business in the economy.

Remember to engage your audience by making eye contact, telling stories that are interesting, exciting and/or emotional and getting into the character of the people you are representing.

Some suggested entrepreneurs:

Richard Branson, Coco Chanel, Walt Disney, Bill Gates, Thomas Edison, Henry Ford, Arianna Huffington, Steve Jobs, Beyonce Knowles, Yang Lan, Anita Roddick, Oprah Winfrey

Part 3

Class brainstorm

What have you learnt about the role of entrepreneurs in relation to the key concepts?

Key concepts

Allocation and markets – How will an economy's scarce resources and goods and services be allocated? Every society must decide how to answer the basic questions of what goods and services to produce, how to produce these goods and services, how many goods and services to produce and for whom to produce these goods and services. A market provides a way to allocate resources, goods and services, based on the actions of consumers, producers and governments.

Specialisation and trade – Specialisation by both workers and businesses leads to increased production and provides for the most efficient use of resources. The exchange of goods and services between countries (trade) results in increased interdependence between the sectors in, and between, economies.

Sample marking key

Description	Marks
Research	
Selects relevant information and/or data from a number of sources Uses appropriate recording techniques to collect information and/or data required by the task Records sufficient information and/or data	4
Selects mostly relevant information and/or data from a number of sources Uses mostly appropriate recording techniques to collect information and/or data required by the task Records sufficient information and/or data	3
Selects some relevant information and/or data from a limited number of sources Uses simple but incomplete recording techniques to collect information and/or data required by the task Records insufficient information and/or data	2
Selects mostly irrelevant information and/or data from a limited number of sources Uses no logical or organised recording techniques to collect information and/or data required by the task Records insufficient information and/or data	1
Subtotal	4
Description	Marks
Research	
Presents a bibliography which includes a comprehensive list of sources which correctly follows the referencing technique approved by the school	2
Presents a bibliography which includes a limited list of sources which may follow the referencing technique approved by the school	1
Subtotal	2
Description	Marks
Background details on chosen entrepreneur	
Comprehensively describes the entrepreneur’s personal and business background	3
Briefly describes the entrepreneur’s personal and business background	2
Provides a limited description of the entrepreneur’s personal and business background	1
Subtotal	3
Description	Marks
Knowledge of entrepreneurial behaviour	
Comprehensively describes the interviewee’s entrepreneurial attributes	3
Briefly describes the interviewee’s entrepreneurial attributes	2
Provides a limited description of the interviewee’s entrepreneurial attributes	1
Subtotal	3
Description	Marks
Examples of entrepreneurial behaviour	
Provides detailed, relevant examples of entrepreneurial behaviour	3
Provides brief, mostly relevant examples of entrepreneurial behaviour	2
Provides limited examples of entrepreneurial behaviour	1
Subtotal	3

Description	Marks
Reasons for entrepreneurial activity	
Comprehensively explains the interviewee's motivation	3
Briefly describes reasons for the interviewee's motivation	2
Provides a limited description of the interviewee's motivation	1
Subtotal	3
Description	Marks
Importance to the economy	
Comprehensively explains how important or significant the entrepreneurs see themselves and their business in the economy	3
Briefly describes how important or significant the entrepreneurs see themselves and their business in the economy	2
Provides a limited description of how important or significant the entrepreneurs see themselves and their business in the economy	1
Subtotal	3
Description	Marks
Presentation skills	
Demonstrates excellent understanding of presentation techniques such as eye contact, pace of speech, suitability for the audience	4
Demonstrates sound understanding of presentation techniques such as eye contact, pace of speech, suitability for the audience	3
Demonstrates limited understanding of presentation techniques such as eye contact, pace of speech, suitability for the audience	1–2
Subtotal	4
Total	25