



Sample assessment task

Year level	9
Learning area	Humanities and Social Sciences
Subject	Economics and Business
Title of task	Case study: Apple Inc.

Task details

Description of task	Students will use an inquiry process to collect information on where Apple's products are manufactured and why and how participants in the global economy are dependent on each other.
Type of assessment	Summative
Purpose of assessment	To assess students' understanding of Economic and Business key concepts and skills as they apply to examining why and how participants in the global economy are dependent on each other
Assessment strategy	Written work
Evidence to be collected	Completed worksheet
Suggested time	3 x 1 hour lessons

Content description

Content from the Western Australian Curriculum	<p>Knowledge and understanding</p> <p>Why and how participants in the global economy are dependent on each other, including the activities of transnational corporations in the supply chains and the impact of global events on the Australian economy</p> <p>The nature of innovation and how businesses seek to create and maintain a competitive advantage in the market, including the global market</p> <p>Humanities and Social Sciences skills</p> <p>Q&R> Use a range of methods to collect, select, record and organise relevant and reliable information and/or data from multiple sources that reflects the type of analysis of information that is needed (e.g. questionnaires, surveys, emails, discussion lists, tables, field sketches, annotated diagrams), with and without the use of digital and spatial technologies</p> <p>E> Draw evidence-based conclusions by evaluating information and/or data, taking into account ambiguities and multiple perspectives; to negotiate and resolve contentious issues; to propose individual and collective action in response to contemporary events, challenges, developments, issues, problems and/or phenomena</p> <p>C&R> Develop texts, particularly explanations and discussions, using evidence from a range of sources to support conclusions and or arguments</p>
Key concepts	Specialisation and trade, Interdependence

Task preparation

Prior learning	Students have prior knowledge of Australia's trade relationships and transnational corporations.
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	This is an individual research task.
Resources	<ul style="list-style-type: none">• Research materials• Internet access

Instructions for teacher

Prior to the task, students should be familiar with the Economics and Business key concepts of specialisation and trade and interdependence. The following questions may assist students to develop their conceptual understandings when introducing the concepts.

Specialisation and trade

- What are some characteristics that make a business successful?
- How does specialisation lead to business increasing productivity and profit?
- How do businesses seek to create and maintain a competitive advantage in the market?

Interdependence

- Why and how are participants in the global economy dependent on each other?
- How might the actions of one business in a supply chain affect another business in the chain?

Prior to the task, teachers should also have modelled processes to assist students with developing skills, including how to:

- locate reliable sources and data
- analyse the data to extract relevant information
- draw conclusions, make inferences or propose explanations.

Worksheet for students

Name: _____

Apple Inc.

Former American President Barack Obama is said to have once asked the late Steve Jobs why iPhones couldn't be made in the US. Jobs replied that iPhones would *never* be produced in Apple's home country.

To further your understanding of why the President may want this and Jobs not, complete the following:

- 1. A supply chain is the network that is created between a business and all of its suppliers and distributors.

Part of the supply chain for the Apple iPhone would be the manufacturing and assembly of the product. Outline the main countries where the iPhone is manufactured and assembled.

Manufacturing

Assembly

Bibliography

2. What are the potential benefits to Apple of not manufacturing and assembling its iPhone in the US? Justify your response.

3. What are the potential benefits to the consumers of iPhones if the manufacturing and assembling is not carried out in the US? Justify your response.

Sample marking key	
Description	Marks
1. Countries involved in Apple’s manufacturing and assembly (Questioning and researching)	
Identifies the majority of countries involved in the manufacturing and assembly of iPhones.	3
Identifies some of the countries involved in the manufacturing and assembly of iPhones.	2
Identifies limited countries involved in the manufacturing and assembly of iPhones.	1
Subtotal	3
Description	Marks
2. Potential benefits to Apple (Questioning and researching, Evaluating, Communicating and reflecting)	
Identifies and explains a number of potential benefits to Apple of not manufacturing and assembling its iPhone in the US. Response is supported by a range of evidence (e.g. examples, data, statistics).	7-8
Identifies and explains a number of potential benefits to Apple of not manufacturing and assembling its iPhone in the US. Response is supported by a some evidence (e.g. examples, data, statistics).	5-6
Identifies and explains at least one potential benefit to Apple. Response is supported by some evidence.	3-4
Identifies a potential benefit to Apple and/or makes a general statement about the potential benefit to Apple of not manufacturing in the US.	1-2
Answers may include:	
<ul style="list-style-type: none"> • reduced labour costs • reduced cost of materials • increased profits via tax minimisation and increased sales. 	
Subtotal	8
Description	Marks
3. Potential benefits to consumers (Questioning and researching, Evaluating, Communicating and reflecting)	
Identifies and explains at least two potential benefits to consumers. Response is supported by a range of evidence.	4-5
Identifies and briefly explains one or two potential benefits to consumers. Response is supported by some evidence.	2-3
Identifies a potential benefit to the consumer.	1
Answers may include:	
<ul style="list-style-type: none"> • cheaper product due to lower costs of labour and materials • quality product due to skilled workforce • speed of production. 	
Subtotal	5

Description	Marks
4. Apple's competitiveness (Evaluating, Communicating and reflecting)	
Explains, in detail, various reasons why Apple has maintained an advantage over other competitors. Makes detailed comparisons between Apple and its competitors. Draws a comprehensive conclusion and applies a range of relevant evidence. Consistently uses subject-specific terminology and concepts.	11-12
Explains, with some detail, various reasons why Apple has maintained an advantage over other competitors. Makes some comparisons between Apple and its competitors. Draws a conclusion and applies a range of relevant evidence. Uses subject-specific terminology and concepts.	9-10
Explains, with some detail, at least two reasons why Apple has maintained an advantage over other competitors. Makes some comparisons between Apple and its competitors. Draws a conclusion and applies a range of evidence. Uses some subject specific terminology.	7-8
Explains, at least two reasons, why Apple has maintained an advantage over other competitors. Makes some comparisons between Apple and its competitors. Draws a conclusion and applies some evidence. Uses some subject specific terminology.	5-6
Limited explanation of why Apple has maintained an advantage over other competitors. Recounts information to come to a conclusion. Uses some subject specific terminology.	3-4
Makes general statements about why Apple has maintained an advantage over other competitors.	1-2
Answers may include: <ul style="list-style-type: none"> • innovative products • low production costs • reliability of product • customer service • global brand. 	
Subtotal	12
Description	Marks
5. Bibliography (Questioning and researching)	
Bibliography includes a range of sources (e.g. websites, print resources and visual media) which correctly follows the referencing technique approved by the school.	2
Bibliography includes a limited list of sources which may follow the referencing technique approved by the school.	1
Subtotal	2
Total	30