

Teacher's Notes

The following is a list of characteristics found in student work that was submitted for this task and assessed at “below level 1”. (Samples of student work are not included.)

Degree of achievement can vary widely in student performance that falls below level 1. Consequently, the following list includes characteristics of achievement at various degrees below level 1. Taken together, some or all of the characteristics outlined below may justify assessment at “below level 1”. Most of the characteristics noted relate to the criteria specified in the task rubric, but some are more broadly defined.

Knowledge/Understanding

The student:

- fails to research information about market conditions in the selected country;
- fails to provide accurate information about market conditions in the selected country;
- fails to identify the major factors influencing market conditions in the selected country;
- provides little or no information that is relevant to market conditions in the selected country.

Thinking/Inquiry

The student:

- does not interpret the needs and wants of the new consumers;
- articulates consumer needs but does not link them with the target market;
- identifies very few, if any, consumer needs and wants;
- identifies unrealistic or irrelevant consumer needs and wants;
- does not analyse modifications to the product or service;
- suggests very few, if any, modifications to the product or service;
- suggests modifications to the product or service that do not make sense or are very impractical.

Communication

The student:

- does not organize the report in a logical manner;
- does not use an appropriate format for the report;
- does not express confidence in the success of the proposed business expansion;
- does not provide convincing details to support assertions;
- does not acknowledge the importance of market conditions in the selected country;
- does not describe how the product or service will be introduced or distributed in the target market;
- makes unclear or confused statements;
- does not use appropriate business terminology;
- makes serious spelling and/or grammatical errors that detract from the readability of the report.

Application

The student:

- provides no arguments for undertaking the proposed international expansion;
- gives no reasons for selecting the target market;
- is unable to show how the company would benefit from the proposed international expansion;
- bases his or her rationale for international expansion on personal opinion and/or unexplained statistics;
- demonstrates little or no knowledge of the factors (e.g., economic, cultural) that justify expansion into an international market.

Comments

The student demonstrates minimal or no understanding of the requirements of the task. The lack of proper research and analysis prevents the student from developing a report that makes a solid case for expansion into an international market.

BELOW LEVEL 1

Next Steps

In order to improve his or her performance, the student needs to:

- study the format of a standard business report;
- improve research skills;
- improve data analysis skills;
- develop an understanding of the major factors influencing market conditions for a product or service;
- improve his or her ability to present information and ideas in a logical and persuasive manner;
- review guidelines for correct use of language conventions;
- edit and proofread work carefully for coherence, logical flow of ideas, and correct grammar and spelling.