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| Name: | Areas: | | | |
| Assessment Task—**Cheese industry study**—**Oral presentation** | | | | |
| Expectations  Conduct a market study to establish a business opportunity, at school or in the francophone community, which could provide a realistic business experience.  Describe various methods to collect data in order to reach target markets (phone survey, online survey, distributing a questionnaire, etc.) and establish the need for a product, service or event  Assess (ex. by using the SWOT [Strengths, Weaknesses, Opportunities, Threats] model) possible competition for the new product, service or event  Analyze business opportunities to establish their feasibility (demand, competition, profitability)  Predict the conditions that may lead to the business plan being revised | | | | |
| **Categories** | **Level 1** | **Level 2** | **Level 3** | **Level 4** |
| **Knowledge and Understanding** | | | | |
| *(KU2) Understanding of content*   * Information is sufficient (10 min presentation + question period) * Information is relevant (on topic with no useless information) | Demonstrates limited understanding of content | Demonstrates some understanding of content | Demonstrates considerable understanding of content | Demonstrates thorough understanding of content |
| **Thinking** | | | | |
| *(T1)* ***Use of planning skills***   * Describing the problem   + what   + who   + why | Uses planning skills with limited effectiveness | Uses planning skills with some effectiveness | Uses planning skills with considerable effectiveness | Uses planning skills with a high degree of effectiveness |
| *(T2)* ***Use of processing skills***   * Analysis of presented solution | Uses processing skills with limited effectiveness | Uses processing skills with some effectiveness | Uses processing skills with considerable effectiveness | Uses processing skills with a high degree of effectiveness |
| *(T3)* ***Use of critical/creative thinking processes***   * Final choice is based on success indicators (why the solution will succeed) (conclusion) * Presentation of the impact your solution could have on the company’s development (conclusion) | Uses critical/creative thinking processes with limited logic | Uses critical/creative thinking processes with some logic | Uses critical/creative thinking processes with considerable logic | Uses critical/creative thinking processes with a high degree of logic |
| **Communication** | | | | |
| (OC1) ***Expression and organization of ideas and information***   * Presentation is clear and easy to read * Respects the order of the slides | Expresses and organizes ideas and information with limited effectiveness | Expresses and organizes ideas and information with some effectiveness | Expresses and organizes ideas and information with considerable effectiveness | Expresses and organizes ideas and information with a high degree of effectiveness |
| (OC2) ***Communication for different audiences and purposes***   * Colours, calligraphy, special characters and shapes are used to facilitate understanding * Uses the oral communication process: * gestures * volume * intonation * visual contact * expression * fluidity * flow * articulation | Communicates for different audiences and purposes with limited effectiveness | Communicates for different audiences and purposes with some effectiveness | Communicates for different audiences and purposes with considerable effectiveness | Communicates for different audiences and purposes with a high degree of effectiveness |
| ***(OC3) Use of conventions***   * Use of proofreading tools (Antidote) | Uses conventions, vocabulary, and terminology of the discipline with limited effectiveness | Uses conventions, vocabulary, and terminology of the discipline with some effectiveness | Uses conventions, vocabulary, and terminology of the discipline with considerable effectiveness | Uses conventions, vocabulary, and terminology of the discipline with a high degree of effectiveness |
| **Application** | | | | |
| *(A2)* ***Transfer of knowledge and skills***   * Presentation of the top three ideas (one per student) * Relevant SWOT analysis for selected product | Transfers knowledge and skills to new contexts with limited effectiveness | Transfers knowledge and skills to new contexts with some effectiveness | Transfers knowledge and skills to new contexts with considerable effectiveness | Transfers knowledge and skills to new contexts with a high degree of effectiveness |
| *(A3)* ***Making connections within and between various contexts***   * Presentation of the final product * Establish a connection between the characteristics of the selected company and the product presented | Makes connections within and between various contexts with limited effectiveness | Makes connections within and between various contexts with some effectiveness | Makes connections within and between various contexts with considerable effectiveness | Makes connections within and between various contexts with a high degree of effectiveness |