**Stage 2 Business Innovation**

**Assessment Type 1: Business Skills**

**Task 3: Transforming Business — Consultancy Report**

**Purpose**

For this task, you are required to take on the role of a ‘consultant’ in order to review an existing business model and identify areas for improvement.

As a business consultant, you need to provide feedback on opportunities to improve the potential viability of the business by identifying, exploring and communicating areas of risk within the business model. In your feedback to the existing business owners, you need to explore the particular opportunities and challenges for that business in the digital age.

Students are required to produce an individual consultancy report of no more than 750 words or equivalent in multimodal format.

**Task Description**

* Using tools like the [Business Model Canvas](https://strategyzer.com/canvas/business-model-canvas) Investigate and describe the business model of an aspect of existing business.
* Using design thinking tools like the [Stanford D-School Method Cards](https://static1.squarespace.com/static/57c6b79629687fde090a0fdd/t/58890239db29d6cc6c3338f7/1485374014340/METHODCARDS-v3-slim.pdf) examine the existing business model and identify potential opportunities for improvement within it.
* Create business intelligence by collecting and processing data from stakeholders in relation to the business model.
* Draw on your problem finding and solving strategies to identify areas of risk within the current business model.
* Explore and analyse the particular challenges and opportunities that are present for that business in the digital age.
* Compose a 750 word (or equivalent in multimodal format) consultancy report that addresses the following areas:
  + Opportunities for growth
  + Risks in the current model
  + Challenges and opportunities for the business in the digital age.

**Assessment Conditions**

**Format:**  Consultancy Report / Presentation

**Word Count:** To a maximum of 750 words or equivalent in multimodal format.

**Assessment Design Criteria**

CA2 Create and apply business intelligence to iteratively develop business models and plans

AE1 Evaluate business models and plans

AE2 Analyse and evaluate opportunities and challenges for business in the digital age

| - | **Finding and Solving Problems** | Contextual Application | Analysis and Evaluation |
| --- | --- | --- | --- |
| A | Insightful identification and exploration of problems and/or needs using customer-focused approaches  Highly creative generation of innovative and viable solutions to problems and/or needs using customer-focused approaches | Perceptive and highly effective contextual application of decision-making and project management tools and strategies  Astute and highly strategic creation and application of business intelligence to iteratively develop business models and plans  Astute and perceptive contextual application of communication and/or collaborative skills. | Discerning evaluation of business models and plans  Critical analysis and perceptive evaluation of opportunities and challenges for business in the digital age  Insightful analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| B | Well-considered identification and exploration of problems and/or needs using customer-focused approaches  Creative generation of viable solutions with some innovation to problems and/or needs using customer-focused approaches | Well-considered and mostly effective contextual application of decision-making, project management and change management tools and strategies  Strategic creation and application of business intelligence to iteratively develop business models and plans  Mostly perceptive contextual application of communication and/or collaborative skills. | Mostly discerning evaluation of business models and plans  Mostly critical analysis and evaluation of opportunities and challenges for business in the digital age  Well-considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| C | Considered identification and exploration of problems and/or needs using customer-focused approaches  Mostly creative generation of viable solutions to problems and/or needs using customer-focused approaches | Considered contextual application of decision-making, project management and change management tools and strategies  Competent creation and application of business intelligence to iteratively develop business models and plans  Effective contextual application of communication and/or collaborative skills. | Considered evaluation of business models and plans  Some critical analysis and evaluation of opportunities and challenges for business in the digital age  Considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| D | Some identification and exploration of problems and/or needs using customer-focused approaches  Some generation of solutions to problems and/or needs using customer-focused approaches | Some application of decision-making, project management and change management tools and strategies  Some creation and application of business intelligence to iteratively develop business models and plans  Some contextual application of communication and/or collaborative skills. | Some analysis and description of business models and plans  Some analysis and description of opportunities and challenges for business in the digital age  Some analysis and description of social, economic, environmental, and/or ethical impacts of global and local business. |
| E | Attempted identification and exploration of problems and/or needs using customer-focused approaches  Attempted generation of solutions to problems and/or needs using customer-focused approaches | Attempted application of decision-making, project management and change management tools and strategies  Attempted creation and application of business intelligence to iteratively develop business models and plans  Attempted application of communication and/or collaborative skills. | Attempted description of business models and plans  Description of opportunities and challenges for business in the digital age  Description of social, economic, environmental, and/or ethical impacts of global and local business. |