

**Subject Area:** POB/Economics/POA

**Level:** CSEC

**Curriculum Topic:** School Based Assessment (SBA)

**Key teaching points:**

- Guide for student SBA preparation

### **Section 1 – Cover Page**

The first page of your SBA should contain the following information. Practice filling in the blank spaces as you obtain the required information.

#### **Activity 1**

|                                  |                         |
|----------------------------------|-------------------------|
| <b>Research Topic</b>            | -----<br>-----<br>----- |
| <b>Student Name</b>              | -----                   |
| <b>Business Cognate Subjects</b> | -----                   |
| <b>School</b>                    | -----                   |
| <b>Candidate Number</b>          | -----                   |
| <b>Date</b>                      | -----                   |

## Section 2 – Table of Contents

A Table of Contents is essential for your SBA. You can manually type it in or use the function on the Microsoft Word toolbar. Check out the following video for further guidance.

<https://www.bing.com/videos/search?q=how+to+insert+a+tabl+eof+contents+in+Microsoft+Word&&view=detail&mid=D6AE8E91DEA101D5ACB0D6AE8E91DEA101D5ACB0&&FORM=VRDGAR&ru=%2Fvideos%2Fsearch%3Fq%3Dhow%2Bto%2Binsert%2Ba%2Btabl%2Beof%2Bcontents%2Bin%2BMicrosoft%2BWord%26FORM%3DHDRSC4>

Your Table of Contents should look like this.

### TABLE OF CONTENTS

|   |                                     |
|---|-------------------------------------|
| Topics/Issue/Problem.....               | 3                                   |
| Research Problem .....                  | 4                                   |
| Background/Overview .....               | <b>Error! Bookmark not defined.</b> |
| Methodology .....                       | <b>Error! Bookmark not defined.</b> |
| Presentation and Analysis of Data ..... | 7                                   |
| Analysis of Data.....                   | <b>Error! Bookmark not defined.</b> |
| Conclusion .....                        | 9                                   |
| Recommendation .....                    | 9                                   |
| References.....                         | 9                                   |

### Section 3 – Choosing a Topic

Choosing a topic may appear daunting at first. However, you should choose something related to content that you have already studied. Make sure that you are interested in finding out this information so you will be motivated to complete it. Follow the requirements of the mark scheme and ensure that your topic/issue/problem is clearly stated and accurately describes the project. After stating your topic, write a few lines as to why this topic is a problem that needs investigating.

The following is an example for a student pursuing CSEC Economics, POB and POA. Remember, you are only required to do one SBA if pursuing any combination of POB, POA and Economics and you can complete your SBA through group-work.

#### For Example

**Research Topic**

*An assessment of an increase in growth through sales and the effect on profitability for the stationery store at Bright School during the period, January to December 2017.*

**Research Questions**

1. To what extent were factors of production utilised by the stationery store at Bright School to facilitate an increase in sales during the period Jan to Dec 2017?
2. What contributed to the additional costs incurred by the firm?
3. Was profitability affected by growth and expansion of the stationery store?

**Syllabus Objectives:** POB Section 5 Obj 11a)  
POA Section 5 Obj 1-9  
Economics Section 2 Obj 2

**Research Problem**

*The stationery store at Bright School had been experiencing an increase in demand for their stock over the period 2013 -2016. They decided to meet the increase in demand by increasing sales but noticed a simultaneous increase in cost. Bright School Stationery Store wants to determine the effect of their action on profitability and is seeking advice after completion of the trading period of one year at the higher level of demand.*

1. Study the Example above and ensure you are clear as to the requirements.
2. Complete Activity 3 below with your selected topic.

**Activity 3**

**Topics/Issue/Problem**

**Research Topic**

---

**Research Problem**

---

**Aims/Objectives/Research Questions**

**Research Questions**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Syllabus Objectives:**

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## Section 4 - Background

The Background must include the following:

- A description of the topic/issue/problem inclusive of the history
- The development of the issue
- Discussion of the need for research in this area of study
- The importance of the problem to the study
- The impact of the problem on society

It is important to situate your study in relation to similar studies. Always credit your sources of information in the References/Bibliography. The following is an example of how a Background may be written.

### *Background*

*The stationery store of Bright School is a sole trading establishment that has been in existence for the past 10 years. It retails paper products inclusive of envelopes, stationery and folders. With the constant increase in demand from 2013 to 2016, the owner decided to expand sales. He noticed that this action caused an increase in costs.*

*Many businesses face a similar dilemma as owners seek to expand, additional cost is incurred which can affect profitability. In order to increase sales additional factors of production must be acquired. The owner has to ensure that the increased cost of production to enable growth can be covered by the increased profitability. According to Maverick (2015), both profitability and growth are important and necessary. However, while some studies show a positive relationship between growth and profitability (Coban, 2014) others show a negative relationship (Yoo and Kim, 2015). Some studies also show that profitability has a positive relationship with growth but growth can have either a negative or positive relationship with profitability (Kouser, 2012). The negative relationship tends to occur more in the short run and the positive relationship in the long-run.*

*It is important to study the relationship between growth and profitability as all firms will want to expand if it will lead to maximisation of profits. This study seeks to determine the relationship between growth and profitability and as a young entrepreneur I am interested in what this study will reveal as the findings will guide my actions for my own business and for other entrepreneurs.*

### Activity 4

1. Now based on the topic you have selected, conduct research by reading related books, search the internet or find some interesting newspaper articles.
2. Attempt a draft of your Background.

## Section 5 - Methodology

In order to conduct research of your chosen topic you will need a data collection instrument. Press the Control Tab and click the following sites for further information.

<https://people.uwec.edu/piercech/ResearchMethods/Data%20collection%20methods/DATA%20COLLECTION%20METHODS.htm>

<https://www.bing.com/images/search?view=detailV2&ccid=oY9zHJv9&id=A0EC22DB4BDD7312E58A6A532E557DDB8894C4E1&thid=OIP.oY9zHJv9fBEDEXS2ZgOFuQHaFj&mediaurl=https%3a%2f%2fimage.slidecdn.com%2fallaboutresearch-150830075431-lva1-app6891%2f95%2fall-about-research-8-638.jpg%3fcb%3d1440921342&exph=479&expw=638&q=data+collection+methods&simid=608032652896177258&selectedIndex=0&ajaxhist=0>

<https://www.bing.com/videos/search?q=data+collection+methods+video+for+teens&&view=detail&mid=09886EEBCEC94DBE583D09886EEBCEC94DBE583D&&FORM=VRDGAR&ru=%2Fvideos%2Fsearch%3Fq%3Ddata%2520collection%2520methods%2520video%2520for%2520teens%26qs%3Dn%26sp%3D-1%26pq%3Ddata%2520collection%2520methods%2520video%2520for%2520teen%26sc%3D0-38%26sk%3D%26cvid%3D2E6A46647E5549FCB62ACEA3BBFD5DFF%26FORM%3DVDDVXX>

### Activity 5.1

Find this Activity on the Learning Management System and complete - CSEC POB SBA Guide – Questionnaire.

After collecting the data, a report on the procedure is needed to be included in the SBA. This is called the Methodology. Look at the following example of an Interview being used as the research instrument and the Methodology employed.

#### Interview Schedule

- 1) How did you meet the increased demand during 2016-2017?
- 2) In order to increase sales did you have to acquire more land?
- 3) What was the effect on employment of workers as a result of expansion?
- 4) Was it necessary to acquire more capital to increase sales?
- 5) Was more effort required from you the entrepreneur/employee due to desire to increase sales?
- 6) Was additional cost incurred in meeting the new level of sales?

### *Methodology*

*To collect the appropriate data, an interview schedule – **primary source** (Appendix 1) was designed which included 6 questions. This instrument was used with both the owner and one of the initial employees at pre-arranged interview times. Interviews were conducted to obtain detailed insights about the expansion at Bright School Stationery Store (qualitative info). Interviews allowed clarification of questions and responses. Final accounts, ledgers and journals – **secondary source** (Appendix 2) were used to gauge profitability before and after expansion (quantitative info).*

*One limitation of this process was that some interview questions had to be supported by additional questions so as to obtain direct responses. Also, financial information was not updated regularly. However, source documents helped to clear up any inconsistencies. There was also limited time to collect data.*

### **Activity 5.2**

Using the mark scheme extract in the table below, score the Methodology presented in the Example above.

| <b>Project Area</b>     |   | <b>K &amp; C</b> | <b>A</b> | <b>I &amp; A</b> | <b>Total</b> |
|-------------------------|---|------------------|----------|------------------|--------------|
| <b>Methodology (10)</b> | Data collection instrument clearly described            |                  |          |                  |              |
|                         | Data collection instrument appropriate for type of data |                  |          |                  |              |
|                         | Included at least two instruments of data collection    |                  |          |                  |              |
|                         | Method of data collection clearly described             |                  |          |                  |              |
|                         | Method of data collection adequately justified          |                  |          |                  |              |
|                         | Limitations of data collection method clearly stated    |                  |          |                  |              |
|                         | Total   |                  |          |                  |              |

### **Section 6 – Data Presentation and Analysis**

All data collected must be presented and analysed. Remember, place a blank copy of your instrument in the Appendix. Let us look at the following example.

*Presentation of Data*

*Research Question 1*

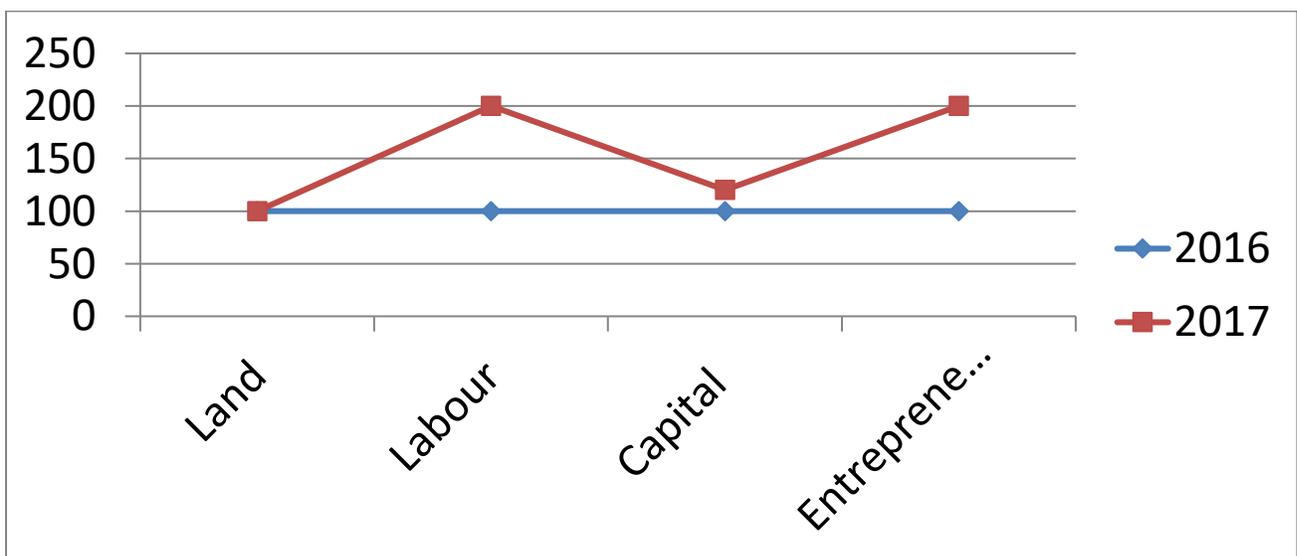
*To what extent were factors of production utilised by the stationery store at Bright School for expansion during the period Jan to Dec 2017?*

*To answer RQ 1, Interview questions 2), 3), 4) and 5) and the final accounts, ledgers and journals were utilised.*

*There was an increase in the number of employees by 100% in 2017. Capital was expanded by 20% and the owner was now required to expend more effort in supervising the additional employees and managing the additional risk. There was no change to the factor of production land.*

| <b>Factors of Production</b> | <b>2016</b>          | <b>2017</b>   |
|------------------------------|----------------------|---|
| <b>Labour</b>                | 2 employees          | 4 employees   |
| <b>Capital</b>               | \$50 000             | Additional loan from bank for \$10 000<br>Used to purchase additional stock |
| <b>Land</b>                  | \$20 000             | \$20 000  |
| <b>Entrepreneurship</b>      | Managing 2 employees | Managing 4 employees<br>Additional risk from new loan<br>Decision to expand |

*Graph showing % increase in utilisation of Factors of Production (Presentation RQ1)*



Remember,

1. Restate which aim/objective/research question is being answered.
2. Present data using a suitable form
3. Analyse data so readers can understand what is happening.

## Section 7 - Conclusions and Recommendations

For each aim/objective/research question, state a conclusion.

### Example

There was greater utilisation of factors of production in 2017 than 2016. Utilisation of capital, labour and entrepreneurship all increased while there was no change to land.

One or two recommendations can be made relating to the business or topic researched. Remember recommendations must be related to subject matter being studied.

### Example

1. The firm can continue to expand to meet increasing demand in the short-run until it reaches full capacity.
2. The firm can open another branch at another location.

## Section 8 – References/Bibliography

You can use the APA Style - [www.apastyle.org](http://www.apastyle.org)

### Websites

Author, A. (date). Title of document [Format description]. Retrieved from <http://xxxxxxxxx>

### Interviews

**Informational interviews:** If you have interviewed someone for information about your topic and that person has agreed to be identified as a source, cite the source as a personal communication (in text only):

G. Fink-Nottle, personal communication, April 5, 2011

**You may also use the Chicago Manual Style - <https://owl.english.purdue.edu/owl/resource/717/2/>**

*Book by One Author*

1. William Faulkner, *Absalom, Absalom!* (New York: Vintage Books, 1990), 271.

## Section 9 - Appendices

Appendices should include

- Data collection instruments
- Financial Statements
- Other sources of data
- Mark scheme utilized to mark project

## Mark Scheme for SBA

| Project Area        |  | K & C | A | I & A | Total |
|---------------------|--|-------|---|-------|-------|
| Table of contents   | Table of contents accurately links pages to content  | 1     |   |       | 1     |
| Topic/Issue/Problem | Topic/issue/problem is clearly stated  | 1     |   |       |       |
|                     | Topic/issue/problem accurately describes the project   | 1     |   |       |       |
|                     | Total  |       |   |       | 2     |
| Objectives          | Objectives are clearly stated and linked to the topic/issue/problem                            |       | 1 |       |       |
|                     | Objectives are realistic   |       | 1 |       |       |
|                     | Total  |       |   |       | 2     |
| Background/Overview | Includes a description of the topic/issue/problem<br>- Description includes the history        | 1     |   |       |       |
|                     | Description includes the development   | 1     |   |       |       |
|                     | Establishes the need for research<br>- Why/how is the topic/issue/problem important to student |       | 1 |       |       |
|                     | Impact of topic/issue/problem on society   |       | 1 |       |       |
|                     | Total  |       |   |       | 4     |
| Methodology         | Data collection instrument clearly described   | 2     |   |       |       |
|                     | Data collection instrument appropriate for type of data  |       | 1 |       |       |
|                     | Included at least two instruments of data collection   |       | 1 |       |       |

| <b>Project Area</b>                      |   | <b>K &amp; C</b> | <b>A</b>  | <b>I &amp; A</b> | <b>Total</b> |
|--|---|------------------|-----------|------------------|--------------|
|  | Method of data collection clearly described   |                  | 2         |                  |              |
|  | Method of data collection adequately justified  |                  |           | 2                |              |
|  | Limitations of data collection method clearly stated  |                  | 2         |                  |              |
|  | <b>Total</b>  |                  |           |                  | <b>10</b>    |
| <b>Presentation and Analysis of Data</b> | Data is presented an appropriate form using tables, charts, graphs  | 2                |           |                  |              |
|  | Data presented are relevant to the objectives of the project  |                  | 2         |                  |              |
|  | Data is adequately analysed   |                  | 2         |                  |              |
|  | Data is analysed using appropriate statistics – mean, median, mode  |                  |           | 2                |              |
|  | Findings are consistent with analyses   |                  |           | 2                |              |
|  | <b>Total</b>  |                  |           |                  | <b>10</b>    |
| <b>Conclusion</b>                        | Conclusion succinctly summarises the project  |                  | 2         |                  |              |
|  | Conclusion is logical and based on findings   |                  | 2         |                  |              |
|  | <b>Total</b>  |                  |           |                  | <b>4</b>     |
| <b>Recommendation</b>                    | Recommendations are realistic and informed by findings  |                  |           | 2                |              |
|  | Recommendations contribute to a better understanding of the topic/issue/problem   |                  |           | 2                |              |
|  | <b>Total</b>  |                  |           |                  | <b>4</b>     |
| <b>Bibliography</b>                      | Bibliography contains names of authors, name of publisher(s), names and dates of publication, and are written in alphabetical order | 1                |           |                  | 1            |
| <b>Overall presentation</b>              | Consistently uses correct spelling and grammar  |                  | 1         |                  |              |
|  | Expression of ideas logical and unambiguous   |                  | 1         |                  |              |
|  | <b>Total</b>  |                  |           |                  | <b>2</b>     |
| <b>TOTAL</b>                             |   | <b>10</b>        | <b>20</b> | <b>10</b>        | <b>40</b>    |

Good luck with your SBA and remember spelling, grammar and formatting carry marks too. Pay special attention to these.