



AMSPAR



December 2012 marking window – Examiner's report

4419-05-505 / 4419-06-605 Business Case and Business Plan

The Business Case and Business Plan should be in line with the format outlined in the guidance and structured using the headings provided. This ensures that the examiner is able to match the various elements of the BC and BP against the required Assessment criteria.

Attention needs to be given to the executive summary. This should provide the reader with an overview of the opportunity, summarising key points. The recommendation is that the executive summary be written at the end of the completion of the Business Plan. A number of executive summaries seem to repeat information already presented within the Business Case. The repetition is unnecessary and extends the word count.

The Business Case should include a PESTLE or similar tool to support the decision to pursue the opportunity. A number of candidates are still not linking their opportunity to organisational goals. As mentioned in previous reports, organisational goals can range from departmental, personal goals to wider government initiatives and goals.

The word count in a number of cases is extensive and unnecessary. This can cause the reader to miss important points that could make the difference to obtaining a pass, merit or distinction.

The weakest areas were AC 2.2, 4.1 and 4.2. The requirement is to produce a strategy for monitoring and explain the reasons. Previously, the examiners have been very lenient with AC 2.2, 4.1 and 4.2, but during the standardisation process, it was decided not to award marks where the strategy and explanation did not meet the AC. This is in order to ensure that marks across all centres are fair. There were several candidates that produced Business Plans that could have received a pass or more but had to be referred due to not meeting either 4.1 and 4.2 or both of the criteria.