

# **Level 2 Technical Certificate in Business Support**

**[4406-02]**

**Synoptic Assignment Pack Sample**

# Introduction

General information about structure of the assignment pack

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## Candidate section

### Candidate guidance

#### General guidance

This is a formal assessment that you will be marked and graded on. You will be marked on the quality and accuracy of your practical performance and any written work you produce. It is therefore important that you carry your work out to the highest standard you can. You should show how well you know and understand the subject and how you are able to use your knowledge and skills together to complete the tasks.

#### Plagiarism

Plagiarism is the failure to acknowledge sources properly and/or the submission of another person's work as if it were the candidate's own. Plagiarism is not allowed in this assignment.

This is an assessment of your abilities, so the work must be all your own work and carried out under the conditions stated. You will be asked to sign a declaration that you have not had any outside help with the assessment.

Your tutor is allowed to give you some help understanding the assignment instructions if necessary, but they will record any other guidance you need and this will be taken into account during marking.

Where research is allowed, your tutor must be able to identify which work you have done yourself, and what you have found from other sources. It is therefore important to make sure you acknowledge all sources and clearly reference any information taken from them.

#### Timings and planning

You should take care when planning to make sure you have divided the time available between tasks appropriately.

If you have a good reason for needing more time, you will need to explain the reasons to your tutor and agree a new deadline date. Changes to dates will be at the discretion of the tutor, and they may not mark work that is handed in after the agreed deadlines.

#### Health and Safety

You must always work safely, in particular while you are carrying out practical tasks.

You must always follow any relevant Health and Safety regulations and codes of practice.

If your tutor sees you working in a way that is unsafe for yourself or others, they will ask you to stop immediately, and tell you why. Your tutor will not be able to reassess you until they are sure you are ready for assessment and can work safely.

#### Presentation of work

Presentation of work must be neat and appropriate to the task.

You should make sure that each piece of work is clearly labelled with your name and the assignment reference.

All electronic files must be given a clear file name that allows your tutor to identify it as your work. Written work eg reports must be word processed.

## Assignment

ClubSCP Hotel (London) is a luxury hotel based in London. Information about the hotel is in **Appendix 1**.

The business is currently planning to expand and open a new hotel in Edinburgh, ClubSCP Hotel (Edinburgh). Details of the new hotel are in **Appendix 2**.

The current General Manager is leading the business development project. This involves not only overseeing the building refurbishment, but also ensuring all internal and external stakeholders are kept informed of developments.

The General Manager will maintain responsibility for both hotels, but all London hotel staff will remain and new staff will be recruited for the Edinburgh hotel.

The General Manager has been away from the office over the last week co-ordinating the works at the new hotel in Edinburgh.

You are working in ClubSCP Hotel (London). Your line manager is the General Manager.

Your responsibilities include:

- dealing with general customer enquiries (through email, social media and face to face at the reception desk)
- supporting with daily operational issues
- liaising with different departments
- general business administration.

In addition, you have been seconded to support the General Manager with the business development project. Part of your role is to capture all actions involved with the business expansion in a knowledge management system.

It is Monday morning and you are at your desk in the London hotel. The General Manager has been in Edinburgh for the last week. There is a backlog of emails, messages and unopened mail on the General Manager's desk. You also have emails in your inbox and messages on your desk. Emails are in **Appendix 3**. Messages are in **Appendix 4**. You are aware that there will be further emails, telephone calls and informal meetings that will need to take place during the day.

Relevant documentation that should be completed when carrying out processes is in **Appendix 5**. These are all hard copy documents. Additional information and documentation is available in **Appendix 6**.

## Tasks

### Task 1

You are required to plan the completion of all tasks identified in the emails and messages in Appendices 3 and 4.

You must monitor your plan, make revisions where needed, and inform relevant personnel if there are significant issues in meeting deadlines.

You are reminded

- a) of the need to create a knowledge management system
- b) that there may be additional emails, mail and messages that will need to be actioned.

#### Conditions of assessment:

You must complete this task independently under supervised conditions. You may have access to ICT software.

#### What must be presented for marking:

- Initial plan
- Monitored plan

### Task 2

You are required to deal with the emails and messages presented in Appendices 3 and 4.

You are required to deal with any other emails and messages that arrive during the assessment.

You are reminded of the need to create a knowledge management system and to update your plan.

#### Conditions of assessment:

You must complete the task independently under supervised conditions. You may have access to the Internet and any ICT software.

#### What must be presented for marking:

- Electronic folder, containing:
  - Drafts of any emails that would be sent
  - Any word-processed documents produced
  - Updated Mail Book
  - Completed Purchase Requisition Form
  - Any databases produced
  - Any spreadsheets produced
  - Any presentation materials produced
  - Any promotional material produced
  - Completed calendar for the General Manager
- Monitored plan

### Task 3

You are required to create a blog and make the first entry. The blog will be to communicate with staff and stakeholders in the business expansion. The blog should not be published.

You are required to develop a knowledge management system and input appropriate information related to the business expansion.

You are reminded to update your plan.

**Conditions of assessment:**

You must complete the task independently under supervised conditions. You may have access to appropriate ICT software.

**What must be presented for marking:**

- Blog with initial entry
- Knowledge management system
- Monitored plan.

## APPENDIX 1

### ClubSCP HOTEL (LONDON) INFORMATION

<b>NAME OF ORGANISATION</b>	ClubSCP Hotel
<b>TYPE OF ORGANISATION</b>	Small hotel offering luxury accommodation.
<b>ADDRESS</b>	Westminster, London
<b>TELEPHONE</b>	020 7034 9323
<b>FAX</b>	020 7034 9324
<b>WEBSITE</b>	<a href="http://www.clubscphotel.co.uk">www.clubscphotel.co.uk</a>
<b>EMAIL</b>	<a href="mailto:reception@clubscphotel.co.uk">reception@clubscphotel.co.uk</a>
<b>GENERAL INFORMATION</b>	<p>The organisation is a 59 room hotel offering luxury accommodation. It caters for the international market. All staff are multi-lingual.</p> <p>Conferences, business meetings and celebratory occasions are catered for to a maximum of 100 guests. Its restaurant has excellent reviews from food critics and guests. The Executive Chef is Sabrina Sostero, who previously worked at a two Michelin star restaurant.</p> <p>The hotel specialises in creating packages for visitors aiming to make each visit an individual experience.</p> <p>The hotel has an annual turnover of approximately £50 million.</p> <p>Ground floor – reception, dining room which can hold up to 50 guests, lounge, bar, kitchen, function suite (which can accommodate up to 100 guests), cloakroom, male and female public toilets.</p> <p>1<sup>st</sup> floor – 8 queen and 8 standard king bedrooms</p> <p>2<sup>nd</sup> floor – 15 deluxe bedrooms</p> <p>3<sup>rd</sup> floor – 15 deluxe bedrooms</p> <p>4<sup>th</sup> floor – 8 deluxe suites</p> <p>5<sup>th</sup> floor – 5 penthouse suites</p> <p>Exterior – car park and gardens</p> <p>The hotel has rooms which are all individually designed to a high standard. A full inventory of high priced furnishings, antiques etc has led to an</p>

	insurance value of the buildings and contents at over £100million.
<b>STAFF EMPLOYED</b>	<p>1 General Manager</p> <p>3 Assistant Managers</p> <p>1 Conference and Banqueting Manager</p> <p>1 Restaurant Manager</p> <p>3 Junior Managers</p> <p>1 Sales and Marketing Manager</p> <p>7 Receptionists</p> <p>4 Concierges</p> <p>3 In-house beauty consultants</p> <p>3 Night Porters</p> <p>5 Drivers</p> <p>1 Executive Chef</p> <p>3 Full time, 2 part time chefs and 10 kitchen staff</p> <p>7 Full time and 6 part time waiters</p> <p>4 Bar staff</p> <p>1 Head of Housekeeping</p> <p>10 Room attendants</p> <p>7 General cleaners</p> <p>1 Facilities Manager</p> <p>1 Grounds keeper</p> <p>2 Maintenance staff</p> <p>For specialist events, additional staff are brought in through an agency.</p>
<b>PRODUCTS AND SERVICES OFFERED</b>	<p>All rooms are individually designed</p> <p>Two suites include living and dining areas</p> <p>One meeting room accommodating up to 30 delegates</p> <p>Restaurant for 100 guests</p> <p>Cafe open 11 am until 2 am</p> <p>20 outdoor car parking spaces with valet service</p> <p>Security cameras throughout</p> <p>Airport transfers</p> <p>In-room beauty treatments.</p>



## APPENDIX 2

### ClubSCP HOTEL (EDINBURGH) INFORMATION

Church Close  
Edinburgh  
Tel 0131 040 0090

A period building has been purchased which will be converted to a 50 room luxury hotel. The hotel will be decorated with antique furniture and accessories. However, employees will be our most valued resource. Management will ensure they play an active role in maintaining the high quality aims and objectives of the hotel. The hotel will be recruiting staff with proven experience in delivering a high quality personalised service. The aim is to provide a genuine personal and memorable experience.

The hotel will be a short walk from Edinburgh Waverley Station and Princes Street shopping area with a view of Edinburgh Castle. The view from the main entrance is shown below.



The hotel will have a roof top terrace with spectacular views of the city. It will also be the location of our fine dining restaurant, led by Executive Chef Sabrina Sostero. A dedicated spa and fitness area will be in the basement and the ClubSCP exclusive in-room beauty treatments will also be available. The hotel will offer a chauffeur service within the city of Edinburgh to all guests, but parking spaces have been negotiated nearby.

All rooms will be deluxe with king beds and goose down duvets, catering for business professionals. Each en-suite room has a desk, laptop with high speed wifi access, telephone and teleconference facilities. A function room is available for events.

## APPENDIX 3

### EMAIL INBOX

Send	Cc...	
Subject: Staff Meeting Regarding New Hotel in Edinburgh		
<p>I would like to provide staff with the opportunity to meet with me on Thursday at 1500 for two hours. Can you please put this in my diary. Please rearrange any appointments that are already scheduled as this is a priority.</p> <p>Regards</p> <p>John Mitchell General Manager</p>		

  

Send	Cc...	
Bcc...		
Subject: Food Safety Inspection		
<p>I have had an email that we have just had our annual food safety inspection. The inspector wants to meet with me to give feedback. This will need to be Thursday at 11.00am. Can you put it in my calendar.</p> <p>Regards</p> <p>John Mitchell General Manager</p>		

  

Send	Cc...	
Subject: New Marketing Assistant		
<p>I am told that there will be a new member of staff joining Marketing. This is a job I applied for. Can you give me the CV of the person that got the job as I would like to see why they were better than me. Human Resources say they can't give me the information, so can you get it for me?</p> <p>Regards</p> <p><u>Moiz</u> Housekeeping</p>		

Send	Cc...	
Subject	Presentation for Staff Meeting	

Hi

Can you put together a presentation for the staff meeting. I want to focus on the marketing plan and details of the new hotel. I also want to reassure them that there will be regular update meetings every month until the Edinburgh hotel launch takes place. I want to let them know that everything is going to plan, the refurbishment is almost complete and should be finished in two months. We start recruitment next week and we hope to bring staff to London for one weeks work experience as part of their induction.

When you put the presentation together, can you add notes for me to follow as I won't have much time to prepare in advance. Make sure the presentation is really positive and supportive.

Thanks

John Mitchell  
General Manager

Send	Cc...	
Subject	New Documentation for the Hotel Group	

Hi

When we open the hotel in Edinburgh, we will become ClubSCP Hotel Group. The hotels will be ClubSCP Hotel (London) and ClubSCP Hotel (Edinburgh).

We need to amend the company logo to reflect this new name. We also want our internal and external documents to reflect this change. We also need to move to electronic rather than paper based systems.

Can you create a database for the mail system and update any other documentation and communication we have with the new logo.

Thanks

John Mitchell  
General Manager

## APPENDIX 4

### MESSAGES RECEIVED

**This is what should be in my calendar. Can you set it up? John**

- Daily briefing with departmental managers: facilities, sales and marketing, conference and banqueting at 0900 for 30 minutes. Can be by teleconference. Dial in details needed 020 8232 576. Participant code 5456688#
- A review of bedroom sales and occupancy rates with the Sales and Marketing Manager on Thursday at 1500 for three hours
- Daily meeting at 1600 for 30 minutes with the Conference and Banqueting Manager to review sales for the previous day
- A meeting is in place on Thursday morning to review the marketing strategy for the new hotel with the Sales and Marketing Manager. This is 1100-1330.
- Head of Housekeeping is meeting me on Tuesday morning at 1000 for an hour to discuss the budget
- An appraisal with the Facilities Manager is planned for Monday at 1000 for two hours
- Communicate at the start of each day with Assistant Manager.

Housekeeping staff are worried about changes taking place and John being missing from the hotel. Can you set up a meeting with him so that my staff can discuss their concerns?

Moiz

One of our guests left some papers in the room safe. He needs them urgently, tomorrow morning at the latest. Can you arrange for them to be sent? I have left the documents on your desk. Moiz

## **TRANSCRIPT OF VOICEMAIL MESSAGE**

Hi. Hopefully you have been able to organise the meeting with staff. I need you to do a bit more on this. I have four people that are involved in the project here in Edinburgh that I want to come to the meeting. They can tell staff what they are doing, but I also want them to have a chance to look around the hotel. Can you arrange all their travel from Edinburgh? I think it is too much for them to go to London and back in a day, so can you arrange accommodation for them? A 3\* hotel close to ours will be fine. We better sort out some lunch for them at the hotel and can you recommend somewhere for them to have dinner? Send me the itineraries. Ideally, the cheapest options, but not if it means awful travelling times.

SAMPLE

## APPENDIX 5

### CLUBSCP DOCUMENTATION

ClubSCP Hotel		
<i>PURCHASE REQUISITION</i>		Date: _____
Requesting Department: _____		
Quantity	Description	Price / Unit
Deliver to:		Required date of delivery
Supplier:		Signed

## MAIL BOOK – INCOMING MAIL

Date received	Details of package	Contents	Forwarded to	Date forwarded



## MAIL BOOK – OUTGOING MAIL

Date sent	Type of package	Contents	Sent to	Type of service	Cost	Tracking reference	Receipt confirmation

## **APPENDIX 6**

### **ADDITIONAL INFORMATION**

PL Supplies New Industrial Area, Westpoint, Exeter EX20 3DJ

Box A3 White Paper £55.30

Box A4 White Multi-purpose Paper £29.80

Box A4 Color Copy Paper £37.60

Delivery charge minimum £10.00. No charge for total orders £100 or over.

## MARKETING PLAN

Objectives	<ul style="list-style-type: none"> <li>• To develop luxury' brand</li> <li>• To open a hotel in Edinburgh</li> <li>• To increase awareness of the brand</li> <li>• To increase number of loyal customers</li> </ul>
Target Markets	<ul style="list-style-type: none"> <li>• National – businesses with international links; government departments</li> <li>• International – specialist tour operators, online booking agents, large multinational corporations, airlines</li> </ul>
Marketing Mix (4Ps) Product Price Place Promotion	<ul style="list-style-type: none"> <li>• Product: Luxury hotel, high quality, facilities to meet needs of market in each location, exclusive services</li> <li>• Pricing strategy: premium pricing</li> <li>• Place: Travel Management Companies, travel agents, website</li> <li>• Promotion: Website, social media, travel exhibitions in major cities, trade magazine advertisements</li> </ul>
Market Position	<ul style="list-style-type: none"> <li>• Unique, established business, luxury accommodation and services</li> </ul>
Recommendations	<ul style="list-style-type: none"> <li>• Consider links with airlines</li> <li>• Consider conference market</li> <li>• Aim for Michelin star for restaurant</li> </ul>

# ClubSCP Hotels House Style Policy

The house style relates to the way both internal and external company written communication is to be presented. All staff must ensure all written communication, be it hard copy or electronic, is completed according to this policy.

The company has produced templates for many documents and where they are in place they must be used.

The rules for all written communication are noted below and must be followed.

- The font for general content is Verdana and font size is 11 and it must always be used except in situations detailed below. For all equipment without Verdana, Tahoma is an alternative.
- All text, including headings, should be aligned left. Right-hand margins should be ragged, not justified.
- Standard line spacing (leading) is 1.0.
- There should be only one space after all punctuation marks and hyphens used and dashes should have one space on either side.
- Any document title will be 16 point Verdana Bold, subtitle 14 point Verdana bold and headings 11 point Verdana Bold. Titles and headings should be aligned left, should be kept as short as possible and not be any longer than one line. As a general rule, a lower level heading need not repeat the information in the heading above it.
- Terms requiring emphasis should be set in **bold** type (not italics or underlining) but any punctuation following the bold word should not be in bold.
- Bullet points can be used to summarise information and aligned left, with a 1.5 cm tab before text. There will be no line space after the bulleted paragraph unless it is the final bullet. It is important to note that where bullet points are introduced by a full sentence they should begin with an upper case initial and should themselves consist of full sentences where possible (as with the bullet points here). However, bullet points that follow on from an incomplete introductory sentence and colon should begin with a lower case letter and end without punctuation except the last bullet, which ends with a full stop.
- When using abbreviations, always write out the term in full when it is first introduced with the abbreviation in brackets beside it. Then the abbreviation can be used as needed throughout the documentation.
- When using the European order (day, month, year) for dates and years you should not use commas and use numerals only for example Wednesday 4 June 2014 and not the 4<sup>th</sup> June 2014.
- Common Latin abbreviations can replace certain phrases with 'for example' being shown as 'eg', 'that is' as 'ie' and 'so on' as 'etc'. These should be used without punctuation – 'ie' and not 'i.e.'.

## Emails

Emails are the main source of communication within the company, and increasingly for external communication.

Emails, including internal ones, are classed as official company records and can be accessed by technical staff and your manager. Please think carefully before sending emails to 'All staff '. Think carefully about whom you copy in, copying only colleagues who really need to know, or need to respond to the content.

All emails must be written following house style with any emails sent to customers professionally written. Note: informal expressions and 'emoticons' are **not** accepted.

A signature in dark blue to include name, job title and telephone number should be added to the end of each email. The disclaimer (below) should be at the end of the signature and should be in black 8 point Verdana.

This email (together with any files transmitted with it) is intended only for the use of the individual(s) to whom it is addressed. It may contain information which is confidential and/or legally privileged. If you have received this email in error, please notify the sender by return email (or telephone) and delete the original message.

The sender has taken reasonable precautions to check for viruses but the recipient opens this message at his or her own risk.

## Social Media

Accessing of any social network sites is not acceptable during office hours and, when accessed in own time, care should be taken that no mention is made of the company or of any information relating to your workplace and work.

Only designated staff are allowed access to the company social media sites.

## Visual Identity

The company logo has been designed to represent the elegant and luxury nature of our hotels.

The company logo must appear on all external documentation. It is at the author's discretion whether internal communication includes the logo. The logo must appear in the top right corner of any communication, except email. Emails must include the logo in the bottom right corner.

The logo size must be proportionate to the type and nature of the communication.

The logo is as follows:

**ClubSCP Hotels**

Font: Verdana

Colour:

Color model: RGB

Red: 255

Green: 204

Blue: 102

Border: 25% dark

## LONDON STAFFING INFORMATION

Staff employed	Budgeted Hours Per Week	Actual Hours Previous Week
7 Receptionists	240	234
4 Concierges	148	160
3 In-house beauty consultants	105	160
3 Night Porters	126	126
5 Drivers	150	100
3 Full time chefs, 2 part time chefs and 10 kitchen staff	324	444
7 Full time and 6 part time waiters	280	360
4 Bar staff	160	100
7 General Cleaners	280	280
1 Grounds keeper	40	32
2 Maintenance staff	80	80
Outsourced staff	0	20

## Tutor guidance

This synoptic assessment is designed to require the candidate to make use of the knowledge, understanding and skills they have built up over the course of their learning to tackle problems/tasks/challenges.

This approach to assessment emphasises to candidates the importance and applicability of the full range of their learning to practice in their industry area, and supports them in learning to take responsibility for transferring their knowledge, understanding and skills to the practical situation, fostering independence, autonomy and confidence.

Candidates are provided with a set of tasks. They then have to draw on their knowledge and skills and independently select the correct processes, skills, materials, and approaches to take.

During the learning programme, it is expected that tutors will have taken the opportunity to set shorter, formative tasks that allow candidates to be supported to independently use the learning they have so far covered, drawing this together in a similar way, so they are familiar with the format, conditions and expectations of the synoptic assessment.

You should explain to candidates what the Assessment Objectives are and how they are implemented in marking the assignment, so they will understand the level of performance that will achieve them high marks.

The candidate should not be entered for the assessment until the end of the course of learning for the qualification so they are in a position to complete the assignment successfully.



## Guidance on tasks

### Time

The recommended time allocated for the completion of the tasks and production of evidence for this assessment is between **15** and **20** hours. Candidates should be required to plan their work and have their plans confirmed for appropriateness in relation to the time allocated for each task. It is recommended that time is allocated as follows:

Task 1 (including reading time) – 2 hours

Task 2 – 14 hours

Task 3 – 4 hours

### Conduct of assessment

Task 1 requires candidates to prepare a plan for completion of activities. It also requires them to monitor their plan. Clearly, they cannot monitor and update plans until other tasks are completed. However, it is important that they are told at the outset that they are required to monitor and update their plan. Each of the subsequent tasks reminds them of the need to monitor their plan. There is also a requirement for learners to submit their updated plans on completion of each task.

The recommended time for the completion of Task 2 is 14 hours. Clearly, this task cannot be completed in one session. Centres must organise a timetable to support learners completing this task. It is recommended that no session exceeds 3 hours. Centres should ensure conditions referred to in the '*Authentication of candidate work*' paragraphs of the **Guidance on assessment conditions** section are in place.

### Resources

Candidates must have access to a suitable range of resources to carry out the tasks and to have the opportunity to choose the appropriate software to complete tasks. Learners should have access to the following software:

- Internet
- Email
- Word-processing
- Spreadsheet
- Database
- Presentation
- Blog

At the beginning of the assessment, learners must be presented with an A4 envelope, sealed. It should have a company name and UK address on the front. This can be real or fictitious. On the front should be a post-it note saying 'These are the documents left in the safe. Moiz'

Learners should be sent two additional emails.

Email 1 should be sent after three hours. The email comes from John Mitchell, General Manager. The content of the email should be:

Re: Staffing Budget

I have a Heads of Department meeting tomorrow. I need to know how the staffing budget stands. Can you put the figures in a spreadsheet showing how they stand against budget? I need to be able to see clearly where we are over and where we are under budget.

Email 2 should be sent after six hours. The email comes from Sonya Kaur, Marketing. The content of the email should be:

Re: Ordering Stationery

URGENT! Paper needs to be ordered for the morning. Can you send an order for a box of standard A4 urgently? I think there is a company that can deliver tomorrow.

### **Health and safety**

Candidates should not be entered for assessment without being clear of the importance of working safely, and practice of doing so. The tutor must immediately stop an assessment if a candidate works unsafely. At the discretion of the tutor, depending on the severity of the incident, the candidate may be given a warning. If they continue to work unsafely however, their assessment must be ended and they must retake the assessment at a later date.

### **Observation**

Where the tutor is required to carry out observation of performance, detailed notes must be taken of the quality of performance along with any other aspects of performance that will support a judgement of the marks to be awarded (eg measurements to confirm accuracy/tolerances).

The tutor should refer to the marking grid to ensure appropriate aspects of performance are recorded. These notes will be used for marking and moderation purposes and so must be detailed and accurate.

Tutors should ensure that any supporting evidence including eg photographs or video can be easily matched to the correct candidate, are clear, sufficiently well-lit and showing the areas of particular interest for assessment (ie taken at appropriate points in production, showing accuracy of measurements where appropriate).

If candidates are required to work as a team, each candidate's contribution must be noted separately. The tutor may intervene if any individual candidate's contribution is unclear or to ensure fair access (see below).

### **Preparation**

Candidates should be aware of which aspects of their performance will give them good marks in assessment. This is best carried out through routinely pointing out good or poor performance during the learning period, and through formative assessment. Candidates should be encouraged to do the best they can and be made aware of the difference between these summative assessments and any formative assessments they have been subject to.

## Guidance on assessment conditions

The assessment conditions that are in place for this synoptic assignment are to:

- ensure the rigour of the assessment process
- provide fairness for candidates
- give confidence in the outcome.

They can be thought of as the rules that ensure that all candidates who take an assessment are being treated fairly, equally and in a manner that ensures their result reflects their true ability.

The conditions outlined below relate to this summative synoptic assignment. These do not affect any formative assessment work that takes place. Formative assessment will necessarily take a significant role throughout the learning programme where support, guidance and feedback (with the opportunity to show how feedback has been used to improve outcomes and learning) are critical. This approach is not, however, valid for summative assessment. The purpose of summative assessment is to confirm the standard the candidate has achieved as a result of participating in the learning process.

### Authentication of candidate work

Candidates are required to sign declarations of authenticity, as is the tutor. The relevant form is included in this assignment pack.

The completion of the final evidence for the tasks that make up this synoptic assignment must be completed in the specified conditions. This is to ensure authenticity and prevent malpractice as well as to assess and record candidate performance for assessment in the practical tasks. Any aspect that may be undertaken in unsupervised conditions is specified.

Candidates can rework any evidence that has been produced for this synoptic assignment during the time allowed. However, this must be as a result of their own review and identification of weaknesses and not as a result of tutor feedback. Once the evidence has been submitted for assessment, no further amendments to evidence can be made.

Candidate evidence must be kept secure to prevent unsupervised access by the candidate or others. Where evidence is produced over a number of sessions, the tutor must ensure learners and others cannot access the evidence without supervision. This might include storing written work or artefacts in locked cupboards and collecting memory sticks of evidence produced electronically at the end of each session.

### Accessibility and fairness

Where the candidate has special requirements, tutors should refer to the separate guidance document.

Tutors can provide clarification to any candidate on the requirements of any aspect of this synoptic assignment. Tutors should not provide more guidance than the candidate needs as this may impact on the candidate's grade. Guidance must only support access to the assignment and must not provide feedback for improvement. Any clarification and guidance should be recorded fully and must be taken into account along with the candidate's final evidence during marking and must be made available for moderation. Tutors must not provide feedback on the quality of the performance or how the quality of evidence can be improved. This would be classed as malpractice. Tutors should however provide general reminders to candidates throughout the assessment period that they must check their work thoroughly before submitting it to be sure that they are happy with their final evidence as it may not be worked on further after submission.

It is up to the tutor during marking to decide in what area, if any, the guidance provided suggests the candidate is lacking, the severity of the issue, and how to award marks on the basis of this full range of evidence. The tutor must record where and how guidance has had an impact on the marks given, so this is available should queries arise at moderation or appeal.

**Example:**

A tutor should intervene if a candidate has taken a course of action that will result in them not being able to submit the full range of evidence for assessment. However this should only take place once the tutor has prompted the candidate to check that they have covered all the requirements. Where the tutor has to be explicit as to what the issue is, this is likely to demonstrate a lack of understanding on the part of the candidate rather than a simple error.

The tutor should do their best to refrain from providing guidance if the candidate is thought to be able to correct the issue without it, and a prompt would suffice. In other words only the minimum support the candidate actually needs should be given, since the more guidance provided, the larger the impact on the marks awarded.

Both prompts and details of the nature of any further guidance must be recorded and reviewed during marking and moderation.

A tutor may not provide guidance that the candidate's work is not at the required standard or how to improve their work. In this way, candidates are given the chance to identify and correct any errors on their own, providing valid evidence of knowledge and skills that will be credited during marking.

Tutors should ensure that candidates' plans or completion of the tasks distribute the time available appropriately and may guide candidates on where they should be up to at any point in a general way. Any excessive time taken for any task should be recorded and should be taken into account during marking if appropriate.

All candidates must be provided with an environment and resources that allows them access to the full range of marks available.

Where candidates have worked in groups to complete one or more tasks for this synoptic assessment, the tutor must ensure that no candidate is disadvantaged as a result of the performance of any other team member. If a team member is distracting or preventing another team member from fully demonstrating their skills or knowledge, the tutor must intervene.

## Guidance on marking

Please see the centre guidance document: **Marking and moderation – Technicals, Centre Guidance** for detailed guidance on using the following marking grid.

SAMPLE

## Marking grid

For any category, 0 marks may be awarded where there is no evidence of achievement

%	Assessment Objective	Band 1 descriptor Poor to limited	Band 2 descriptor Fair to good	Band 3 descriptor Strong to excellent
25	<b>AO1 Recall of knowledge relating to the qualification LOs</b> <ul style="list-style-type: none"> <li>Does the candidate seem to have the full breadth and depth of taught knowledge across the qualification to hand?</li> <li>How accurate is their knowledge? Are there any gaps or misunderstandings evident?</li> <li>How confident and secure does their knowledge seem?</li> </ul>	<b>(1-5 marks)</b> <b>Recall shows some weaknesses in breadth and/or accuracy.</b> Hesitant, gaps, inaccuracy	<b>(6-10 marks)</b> <b>Recall is generally accurate and shows reasonable breadth. Inaccuracy and misunderstandings are infrequent and usually minor.</b> Sound, minimal gaps	<b>(11-15 marks)</b> <b>Consistently strong evidence of accurate and confident recall from the breadth of knowledge.</b> Accurate, confident, complete, fluent, slick
		<b>Examples of types of knowledge expected:</b> <i>business functions, characteristics of types of business, supply chain, employee security, drivers for change, impacts of change, principles of communication, communication formats and their conventions, house style, research process, process for organising travel and events, dealing with mail and office supplies, knowledge management, marketing mix, marketing principles, records management.</i>		
		Candidate shows basic knowledge from across the qualification. Information has errors and gaps. There is a general lack of clarity. Tasks are not fully complete due to lack of time or knowledge.	Candidate shows a good range of knowledge from across the qualification. There are minor errors and few gaps in information provided. There is reasonable detail and clarity and all tasks are completed.	Candidate shows in-depth and detailed knowledge across the qualification. Work is detailed and completed accurately with minor omissions. All tasks are fully completed.

%	Assessment Objective	Band 1 descriptor Poor to limited	Band 2 descriptor Fair to good	Band 3 descriptor Strong to excellent
20	<b>AO2 Understanding of concepts theories and processes relating to the LOs</b> <ul style="list-style-type: none"> <li>Does the candidate make connections and show causal links and explain why?</li> <li>How well theories and concepts are applied to new situations/the assignment?</li> <li>How well chosen are exemplars – how well do they illustrate the concept?</li> </ul>	<p align="center"><b>(1-4 marks)</b></p> <p>Some evidence of being able to give explanations of concepts and theories. Explanations appear to be recalled, simplistic or incomplete.</p> <p>Misunderstanding, illogical connections, guessing,</p>	<p align="center"><b>(5-8 marks)</b></p> <p>Explanations are logical. Showing comprehension and generally free from misunderstanding, but may lack depth or connections are incompletely explored.</p> <p>Logical, slightly disjointed, plausible,</p>	<p align="center"><b>(9-12 marks)</b></p> <p>Consistently strong evidence of clear causal links in explanations generated by the candidate. Candidate uses concepts and theories confidently in explaining decisions taken and application to new situations.</p> <p>Logical reasoning, thoughtful decisions, causal links, justified</p>
		<p><b>Examples of understanding expected:</b> business functions and their role in different business activities, business values and how shown, organisational cultures and how shown, barriers to communication and how they are overcome, security and storage of information, knowledge to be captured, application of business processes, suitability of ICT software, features of ICT software, records management, principles of marketing, branding applied to internal and external communication, design considerations of promotion, effects of communication, evaluation of information.</p>		
		Candidate shows basic understanding of a limited range of concepts from across the qualification. A few points are covered in detail.	Candidate shows sound understanding of a range of concepts from across the qualification, which are sound and often detailed. Candidate is able to draw reasoned conclusions.	Candidate shows in-depth understanding of concepts from across the whole qualification range, showing a high degree of confidence and accuracy in their understanding. Conclusions are well reasoned and developed.

%	Assessment Objective	Band 1 descriptor Poor to limited	Band 2 descriptor Fair to good	Band 3 descriptor Strong to excellent
30	<b>A03 Application of practical/technical skills</b> <ul style="list-style-type: none"> <li>How practiced/fluid does hand eye coordination and dexterity seem?</li> <li>How confidently does the candidate use the breadth of practical skills open to them?</li> <li>How accurately/successfully has the candidate been able to use skills/achieve practical outcomes?</li> </ul>	<p align="center"><b>(1-6 marks)</b></p> <p><b>Some evidence of familiarity with practical skills. Some awkwardness in implementation, may show frustration out of inability rather than lack of care.</b></p> <p>Unable to adapt, frustrated, flaws, out of tolerance, imperfect, clumsy.</p>	<p align="center"><b>(7-12 marks)</b></p> <p><b>Generally successful application of skills, although areas of complexity may present a challenge. Skills are not yet second nature.</b></p> <p>Somewhat successful, some inconsistencies, fairly adept/capable.</p>	<p align="center"><b>(13-18 marks)</b></p> <p><b>Consistently high levels of skill and/or dexterity, showing ability to successfully make adjustments to practice; able to deal successfully with complexity.</b></p> <p>Dextrous, fluid, comes naturally, skilled, practiced,</p>
		<p><b><i>Examples of skills expected:</i></b> use of presentation software features, use of database software features, use of spreadsheet software features, use of word-processing software features, use of online media software features, create templates, enter, combine and edit text, images and data, extract information, use styles, use formatting features, store and secure information.</p>		
		<p>Candidate demonstrates basic application of practical skills with some errors and omissions. Quality and accuracy is inconsistent. Time management issues are evident in the standard of work and completion of all tasks. There is inconsistency in application of skills.</p>	<p>Candidate demonstrates application of practical skills to complete tasks which are generally accurate and to the required standard but with some errors and omissions. Quality is generally good with all work being planned and completed in time allocated, although some of it was rushed. There is occasional inconsistency in application of skills.</p>	<p>Candidate demonstrates consistent, confident application of practical skills. Tasks are completed to a professional standard. Work is well planned and efficiently and accurately carried out to a high standard in a timely manner.</p>



%	Assessment Objective	Band 1 descriptor Poor to limited	Band 2 descriptor Fair to good	Band 3 descriptor Strong to excellent
25	<b>AO4 Bringing it all together - coherence of the whole subject</b> <ul style="list-style-type: none"> <li>Does the candidate draw from the breadth of their knowledge and skills?</li> <li>Does the candidate remember to reflect on theory when solving practical problems?</li> <li>How well can the candidate work out solutions to new contexts/ problems on their own?</li> </ul>	<p align="center"><b>(1-5 marks)</b></p> <p>Some evidence of consideration of theory when attempting tasks. Tends to attend to single aspects at a time without considering implication of contextual information.</p> <p>Some random trial and error, new situations are challenging, expects guidance, narrow. Many need prompting.</p>	<p align="center"><b>(6-10 marks)</b></p> <p>Shows good application of theory to practice and new context, some inconsistencies.</p> <p>Remembers to apply theory, somewhat successful at achieving fitness for purpose. Some consolidation of theory and practice</p>	<p align="center"><b>(11-15 marks)</b></p> <p>Strong evidence of thorough consideration of the context and use of theory and skills to achieve fitness for purpose.</p> <p>Purposeful experimentation, plausible ideas, guided by theory and experience, fit for purpose, integrated, uses whole toolkit of theory and skills.</p>
		<p><i><b>Examples of bringing it all together:</b> suitability of software for activities, relationship between principles of communication and marketing, relationship between change and business functions, relationship between change and systems, relationship between business efficiency and business systems, relationship between business aims and objectives and employee security, relationship between business structures, business functions and planning activities, the use of information management systems to collate knowledge management, the importance of knowledge management to change management.</i></p>		

%	Assessment Objective	Band 1 descriptor Poor to limited	Band 2 descriptor Fair to good	Band 3 descriptor Strong to excellent
		Candidate presents some evidence of using their knowledge, understanding and skills to make straightforward links between limited topics across the qualification. The range of ICT options used was limited with emphasis on one or two types of software only. There is evidence of some prioritising of tasks but limited evidence of monitoring progress and evaluating outputs.	Candidate uses a range of knowledge, understanding and skills from across the qualification. There is effective links between a range of topics across the qualification to support prioritising of tasks. The ICT options selected are mainly appropriate although there are examples where more appropriate options are available. Progress and outputs are monitored and evaluated with evidence of methods that are applied.	Candidate consistently uses a wide range of knowledge, understanding and skills from across the qualification. ICT options selected are most appropriate for efficient business support. Planning and outputs are fully supported by knowledge and understanding from across the qualification. Progress and outputs are monitored and evaluated with clear methodology.
0	<b>A05 Attending to detail/perfecting</b>	<b>There is no requirement in this qualification.</b>		

## Declaration of Authenticity

Candidate name

Candidate number

Centre name

Centre number

### Candidate:

**I confirm that all work submitted for this synoptic assignment is my own, and that I have acknowledged all sources I have used.**

Candidate signature

Date

### Tutor:

**I confirm that all work was conducted under conditions designed to assure the authenticity of the candidate's work, and am satisfied that, to the best of my knowledge, the work produced is solely that of the candidate.**

Tutor signature

Date

## Assessment feedback form

Candidate name

Candidate number

Tutor name

Date of assessment

Task / AO	Feedback

Tutor signature and date: