**Answer sheet**

**Create an outline for the case study that shows the following:**

- Thesis statement that you would use if you were writing an essay on how the firm can enact a plan to operate sustainably in the future.

- Annotations on the case study to show how you would apply a wide range of terms, concepts and/or toolkit integrations.

- Comments on a wide range of ways in which you can use specific resources within the case study material to recommend and evaluate a plan of action.

- Description of a plan of action that you could recommend. The plan of action must have at least two aspects to it.

- Description of at least 1 benefit and 1 drawback to each aspect of the plan of action that you recommend.

1. **Thesis Statement:**

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1. **Annotations** connecting to analysis and *syllabus content* ( do this on the case study itself)
2. **Comment** on a wide range of ways in which you could use the specific resources in the case study to support analysis on your plan of action.

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1. **If this were your 17 mark question**, then:
2. *Describe* a plan of action that you could recommend. The plan of action must have at least two aspects to it.
3. *Describe* at least 1 benefit and 1 drawback to each aspect of the plan of action that you recommend.

“Using all the resources provided and your knowledge of business management, recommend a possible plan of action to ensure the sustainability of Coffee Up. [17]”

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Criterion A - Thesis

| **Level** | **Descriptor** |
| --- | --- |
| 2 | Thesis is clear and effective for an essay in which student would recommend a plan of action for the firm. |
| 1 | Thesis is mostly clear or partially effective for an essay in which student would recommend a plan of action for the firm. |

Criterion B - Annotations

| **Level** | **Descriptor** |
| --- | --- |
| 4 | Annotations are thorough and make **appropriate** and **effective** references to a **wide range** of terms, theories, and tools from course content. |
| 3 | Annotations make **appropriate** references to a range of terms, theories, and tools from course content. |
| 2 | Annotations make references to **some** terms, theories, and tools from course content. Use of course content may be **superficial**. |
| 1 | Annotations make **limited** references to terms, theories, and tools from course content. Use of course content may be **superficial or incorrect**. |

Criterion C - Use of case study material

| **Level** | **Descriptor** |
| --- | --- |
| 4 | References are made to **all** resource materials provided, and **effectively** link to the recommended plan of action. |
| 3 | References are made to **most** resource materials provided, and link to the recommended plan of action. |
| 2 | References are made to **some** resource materials provided. Links to the recommended plan of action may be **superficial**. |
| 1 | References are made to **limited** resource materials provided. Links to the recommended plan of action may be **ineffective** to support the recommended plan of action. |

Criterion D - Plan of action

| **Level** | **Descriptor** |
| --- | --- |
| 4 | Response **effectively describes** a plan of action and **evaluates** the expected impact of their plan of action on the relevant areas of the business. **Effective** consideration of trade-offs between positive and negative aspects of plan. |
| 3 | Response **describes** a plan of action and **analyzes** the expected impact of their plan of action on the relevant areas of the business. Consideration of trade-offs between positive and negative aspects of plan. |
| 2 | Response **outlines** a plan of action and **analyzes** the expected impact of their plan of action on the relevant areas of the business. Consideration of trade-offs between positive and negative aspects of plan, but may be **superficial.** |
| 1 | Response **outlines** a plan of action and **analyzes** the expected impact of their plan of action on the relevant areas of the business **to a limited degree**. **Limited** or **ineffective** consideration of trade-offs between positive and negative aspects of plan. |