



**The Scottish Baccalaureate in Social Sciences**

**EV Commentary — Exemplar**

**‘To examine the effect of Braehead Shopping Centre  
on retail businesses within Paisley Town Centre’**

**Grade: A**

## Introduction

The SQA templates have been completed in great detail and have included insightful and supportive comments from the assessor.

## Proposal

The candidate's proposal for her project is clear and well developed. Appropriate broad contexts are identified and each of these is justified.

The project outline makes it explicit that a large amount of primary research will be undertaken — for example interviewing and e-mailing members of the chambers of commerce. The candidate's reasons for undertaking this project are sound and are directly related to her future career ambitions. She also refers to the Interdisciplinary Project providing opportunities for independent learning, which will help at university. A broad amount of learning environments beyond the school will also be accessed — she mentions making contact with small-scale businesses and conducting a questionnaire.

The candidate makes it clear that the project will be interdisciplinary in nature by discussing how she plans to utilise geographical skills through the interpretation of data collected from research. She also discusses how she will use Psychology, when conducting interviews with the public, and also Business Management knowledge, which would assist in researching the impact of businesses in both areas.

The skills development section is extremely honest and detailed. The candidate discusses how her skills will develop over the course of the project. For example she discusses how speaking to professionals may be difficult and how she hopes to gain more confidence over the year. The candidate also explains how she will keep track of her skills development using a progress log.

In summary, this is very well reasoned proposal where each section is developed in full. This all constitutes clear evidence of the candidate having met all the Grade C and A criteria as ticked by the assessor.

## Plan

The plan presented is an excellent example of good practise and is to be commended. The inclusion of the Gantt chart is helpful as it is very detailed and takes into consideration busy times of the year (for example prelims). The use of the progress log will also help the candidate. There is wide range of research methods indicated, including the use of interviews and questionnaires. While the plan is very ambitious, it is rigorous in its approach.

Under dependencies, the candidate highlights that she may need to use alternative strategies, such as e-mailing and telephone interviews. This section could have been developed further, though there are clear and detailed contingencies. Clearly, the candidate has thought about the reaction of the audience and perhaps the need to make the presentation more interactive.

The candidate fully develops the method for recording skills that have been developed. It is commendable that the candidate plans to have photographs of the presentation taken and to ask for feedback from the presentation. This is to be viewed as good practice.

The plan is very detailed, as are the assessor's feedback comments. They are helpful as they reinforce the strengths of the plan. It is clear that all C grade and A grade criteria have been met.

## **Presentation of project findings/product**

The presentation consisted of a PowerPoint presentation to senior pupils studying Geography, and staff. It is clear that the candidate has thought in great detail about the presentation and has clearly given considerable thought to how she could engage the audience. She achieved this through audience participation in a quiz. The audience was also provided with a short evaluation as a way of providing feedback.

There was a good variety of activities and use of IT in addition to visual aids.

The assessor's comments are very helpful in providing details of the careful preparation, the quality of the delivery including techniques to engage the audience and the reaction of the audience.

## **Evaluation of the project**

The evaluation of the project is very impressive. The candidate is very reflective about the success of the project and how it reinforced learning and how she had learned new skills. It was also helpful for the candidate to have had positive feedback using the evaluation sheets.

It was commendable for the candidate to discuss how she had used her planning. For example, she discusses how the progress log aided her time management and how using the Gantt chart helped her prioritise and plan for busy periods.

The evaluation is focused. The candidate explains how her interpersonal skills had improved and how she had grown in confidence after conducting the interviews. She then goes on to discuss how her communication skills had improved, providing evidence of this.

A real strength of the evaluation is the way the candidate has clearly thought through how the project could be developed further by investigating the impact of the internet on small-scale businesses.

All of the C and A criteria are again fully met. The evaluation is very well-balanced and justified.

## **Self evaluation of generic/cognitive skills development**

Each section of this area has been completed in detail and is balanced. It is clear that the candidate has developed new skills in a number of different areas. She has highlighted how studying Psychology, Geography, and Business Management helped her project. The self-evaluation is very honest and makes reference to specific areas of the project.

## **Overall**

The project was interdisciplinary and challenging from the outset. There were great examples of research and autonomous learning. At all stages of the project the Grade A criteria have been met and the assessor's report also contains helpful comments which illuminate the reasons why the candidate has met the A grade criteria. It is also clear that the candidate has been well supported through having weekly mentoring sessions.