## Assessment brief – formative assessments and learning outcomes

* Assessment-1 Group Presentation 20 Minutes
  + Weighting: 40%
  + Number of Slides 8-10
  + Time allowed 20 Minutes
  + Group Members 2-4
  + Learning Outcome: LO1.LO2, LO3
  + Submission Deadline Sunday of Week 9th

#### Introduction

* As an entrepreneur, you are asked to design and deliver a business start-up proposal in any sector of your choice. However, to build and run a successful company you will also need to create and fine-tune your business plan, assess your finances, complete all the legal formalities, select your partners, research your potential market, choose the best tools and systems to help you get your marketing and sales off the ground.
* To seek finances for your start up you are required to present your idea to potential financiers/investors. The assessment (A1) will be organized in the form of a presentation to potential investors in your venture. It will be more detailed than what you might expect to see on ‘The Dragon’s Den’, or ‘The Apprentice’. It should be based on a business plan for reference during the presentation

**The Task**

The group presentation should contain the following information so that you can win the investors' interest to seek the investment you are looking for.

* + 1. **Introduction:** Knowing about the business organization is the utmost for a business aspirant as this is the fundamental by which you may decide to structure your potential business. Therefore, briefly Introduce type of your chosen organization.
    2. **A business Plan**: Prepare and present a business plan comprising the following
* Structure of your chosen organization Identify the primary functional areas within your organization
* Identify key people and explain the activities within each functional area
* Capital or financial requirements for your chosen organization
* Clearly identify the target market for the business,
* The needs of the target market and
* How your organization should address these needs
* Prepare a brief marketing strategy to reach your targeted audience/market

**Marking Criteria A1**

|  |  |
| --- | --- |
| **Criteria** | **Maximum Marks** |
| **Introduction**   * Introduction and background of your presentation | 10% |
| **Design and delivery of Presentation**  PPT slides layout, presentation format, and structure Delivery  Clear and audible Appropriate timing  Engaged with audience | 15% |
| **Knowledge and Content**   * Knowledge and understanding appropriate to assignment, which enhances the argument and comprehension * Evidence of research * Able to explain key ideas/issues * Content Relevant to task and learning outcomes | 40% |
| **Answers to questions**   * Thoughtful responsive and drew on knowledge of topic beyond presentation (Handled questions knowledgeably) | 15% |
| * **Individual Member Participation**   + **Use member participation form\***   + Coherent group presentation  Individual work well integrated into whole | 10% |
| Harvard Refencing   * Use Sources used are acknowledged in the text and reference list and used fluently to support discussion. * Referencing follows a systematic approach, appropriate to the discipline | 10% |

**Individual Member Participation form**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Student ID** | **1)** | **2** | **3** | **4** |
| GRADING CRITERIA |  |  |  |  |
| Ideas for presentation Oral (3) |  |  |  |  |
| Analysis and evaluation of material/data (3) |  |  |  |  |
| Participation in group  meetings and preparation of presentation (4) |  |  |  |  |
| Total (10) |  |  |  |  |

**Assessment A2**

* + **Written Report**

#### Wordcount 1800(10%+-)

* + Weighting: **60%**
  + Learning Outcome: **LO1,** **LO4**
  + Submission Deadline Sunday of Week 16th

#### The Task

After the presentation you have been told by your investors, they need more clarity on your proposal before they sign off the finances for your proposed project. Therefore, they need further information in writing to understand if the proposed plan is viable or not. ***Now you are required to prepare a report on the following***

* + What type of organization is it? In comparison, to other types why have you chosen the type of organization for which you are seeking the investment (its strengths and weaknesses)? (For example, sole trading, partnership, private limited company etc.)
  + Briefly explain the internal and external factors that can hinder or promote the growth of your chosen organization.
  + *Using PESTLE and Porter Five Forces framework, examine the key factors* ***(at least 3 from each)*** *that influence your organization performance* and strategic decision making

#### Marking Criteria A2

|  |  |
| --- | --- |
| **Criteria** | **Maximum Marks** |
| **Introduction**   * Introduction and background of your report * What you are going to do and how | 15% |
| **Knowledge and Content,**   * Relevant to task and learning outcomes. * Knowledge and understanding appropriate to given assignment tasks * Demonstrate good knowledge of the different types of business and comparisons between these. * Use of knowledge in the context of a given scenario * Demonstrate an ability to use PESTLE and Porter Five Forces framework to determine competition within an industry * Demonstrate an understanding of the macro environmental factors and how they impact businesses | 45% |
| **Coherence and Clarity of Expression**   * Demonstration of academic writing skills * Written coherently, structured and well-organized work * Fluent writing control, appropriate to assignment, which enhances the arguments, * Appropriate Grammar and spelling | 15% |
| Harvard Refencing   * Use Sources used are acknowledged in the text and reference list and used fluently to support discussion. * Referencing follows a systematic approach, appropriate to the discipline | 15% |
| **Conclusion**   * Conclusions are well developed and show considerable originality.   They form an integrated part of the overall argument and/or discussion | 5% |
| **Recommendations**   * Limitations, Rationale, key findings, outcomes, or information in your report | 5% |
| Total | 100% |