

MASTER OF BUSINESS ADMINISTRATION

ENTREPRENEURSHIP

ASSIGNMENT

Please refer to the **Academic Calendar** for the assignment submission dates.

TECHNICAL REQUIREMENTS AND ASSIGNMENT INSTRUCTIONS

- Ensure that your **first name, surname, student number, the course code number and total number of pages** appear on the front cover of your assignment.
- Assignments **must be submitted online via the Turnitin link** on your course subject page. Assignments may not be submitted via e-mail.

Here is an example of the assignment submission link:



- You will find instructions on how to upload assignments in the Turnitin guide to submitting papers here: <https://portal.regenesys.net/course/view.php?id=43>
- Answer this assignment according to the guidelines in the Assignment Submission Guide, which you can download here:
https://portal.regenesys.net/pluginfile.php/1400/mod_resource/content/10/Assignment_Submission_Guide_Acad_ver7.pdf
- Ensure that you have a thorough understanding of the frequently used terms in assessments. For an explanation of assessment terminology, go to:
https://portal.regenesys.net/pluginfile.php/1400/mod_resource/content/10/Assignment_Submission_Guide_Acad_ver7.pdf
- Start this assignment as soon as possible. It will help you focus on important parts of the subject content early in your studies.

Assignment format

Programme assignment submission guidelines	Assignment body length in words – excludes cover page, tables of contents and references	Minimum references required in bibliography	Maximum similarity index permitted
Master's	5,000-6,000	15	15%
Postgraduate diploma	4,500-5,500	10	15%
Third year	3,500-4,500	7	20%
Second year	3,000-4,000	5	20%
First year and higher certificate	2,500-3,500	3	20%

Assignment document settings

	Main heading	Subheadings	Body text
Font	Arial	Arial	Arial
Text size	18 pt	12 pt	11 pt
Line spacing	Single	Single	Single
Margins	2 cm top, bottom, left and right		

- Write your responses in **ESSAY AND PARAGRAPH FORMAT**. Avoid bullet-type responses.
- Appendices may be a maximum of three pages each. The information in them must be relevant to the assignment, summarised, with links provided so that your assessor can evaluate your sources.
- Respect the introduction, body and conclusion format for answering questions. It counts for marks.

MARK ALLOCATION GUIDELINES					
Introduction and conclusion	Up to 5% for clear statement of purpose, clear outline of aspects covered in assignment, summarising key issues in the assignment; relevance of summary to assignment				
Referencing	No in-text referencing or reference list = 0%	Minimal referencing evident = 1%-4%	Referencing evident but inconsistent, incomplete, and fewer than required = 5%	Depending on application of referencing techniques in text, in reference list, and variety and number of references consulted – substantially exceeding the minimum number required = 6%-9%	Perfect in-text referencing, reference list, variety and number of references consulted and substantially exceeding the minimum number of references required = 10%
Body	The marks awarded for the questions you answer or tasks you perform will be calculated out of 100. These will be recalculated to count for 85% of the total assignment mark.				
More details on mark allocation can be found in the assignment submission guidelines at https://portal.regenesys.net/course/view.php?id=43					

Referencing

- Plagiarism is a serious offence. Do not copy directly from any text unless absolutely necessary. Enclose quotes in inverted commas to indicate that they are not your words, and include an in-text reference with each quote. Paraphrase all the reference comments that you use and include appropriate reference and page numbers.
- Use the in-text referencing method prescribed by Regenesys under guidelines and policies on the student portal. Consult the referencing mark allocation guide for the minimum number of references needed for this assignment.
- Full referencing of all sources, including page numbers in in-text referencing, is essential. For example: (Gitman, 2010:15) in text, and then in your reference list:
Gitman, L.J. (2010) *Principles of Managerial Finance*. Pearson Education.
- Extensive and credible academic references are required to demonstrate that you have researched the topics fully and so that you can substantiate your arguments critically.

NOTE: At postgraduate level, you are expected to substantiate your answers with evidence from independent research.

You may work on this assignment in a group **BUT** you must write the assignment individually, and in your own words. If **NOT**, you will be told you have copied and you will have to do a brand new assignment. The mark will be capped at 60%, and you will have to pay a resubmission fee.

INTRODUCTION TO THE ASSIGNMENT

- This assignment consists of **ONE** compulsory task with **THREE** parts. Answer all of the parts.
- The mark allocation should guide you on the length and quality of discussion expected.
- All your answers should relate to the question's requirements. Generalised and theoretical answers will not score higher marks. Pragmatic content will.

All the best!

ASSIGNMENT QUESTIONS

QUESTION 1

[100 MARKS]

Although you are employed full time and earn a good salary, your household expenses keep accumulating. You decide to start a side hustle to generate extra income, and want to do proper research rather than just jumping in.

Required

Prepare a business plan to discuss with, and convince, your family to create this new venture as a family business, to get their support, and to show each member of the family how they can have a role and duties.

- 1.1 Create a checklist outlining the entrepreneurial process to make sure you address all aspects of your business. (15)
- 1.2 Draw up your business plan. Include: (80)
- A title page;
 - Table of contents;
 - Executive summary;
 - Vision and mission statement;
 - Overview;
 - Products and or service plan;
 - Marketing plan;
 - Management plan, including flow and control of information;
 - Feasibility and financing plan;
 - Operating plan.
- 1.3 Motivate whether/how you are going to address your social responsibilities and any possible ethical issues. (5)

SCORING CRITERIA			
POOR = 0%-24%	ROOM TO DEVELOP = 25%-50%	PROFICIENT = 51%-74%	MASTERLY = 75%-100%
<p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> Exhibits basic understanding of task but falls short of meeting requirements <p><u>Evaluation and analysis:</u></p> <ul style="list-style-type: none"> Level of assessment way below what is expected at MBA level Responses are simply descriptions “Facts” are unsupported or simply opinion Discussion not always relevant to task Discussion uncritical <p><u>Pragmatism:</u></p> <ul style="list-style-type: none"> Little to no pragmatism evident Submission too theoretical, addressed from study notes only (no evidence of additional reading) Little to no application of knowledge <p><u>Business plan:</u></p> <ul style="list-style-type: none"> Lacks cohesion and cogency Does not present the idea as an attractive or achievable new venture Not all topics proposed in the outline are properly addressed <p><u>Professionalism:</u></p> <ul style="list-style-type: none"> Not professionally presented Poor language Poor structure Looks rushed Key issues omitted Little to no research apparent All references used are cited 	<p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> Shows some relevant knowledge of what is required but fails to meet task requirements <p><u>Evaluation and analysis:</u></p> <ul style="list-style-type: none"> Level of assessment evident just meets MBA level requirements – it is broadly descriptive, uses ideas and principles introduced in the course, but shows no to limited application, recycles class discussions, injects unsubstantiated opinion or statements, sometimes not relevant to the task Little to no critical discussion <p><u>Pragmatism:</u></p> <ul style="list-style-type: none"> Little pragmatism evident Discourse either theoretical or simply borrowed from a source without formulating something that is practical and could work in reality. <p><u>Business plan:</u></p> <ul style="list-style-type: none"> Cohesive and cogent in some aspects Follows outline Has potential to be above average but not pragmatic throughout <p><u>Professionalism:</u></p> <ul style="list-style-type: none"> Shows strands of professionalism but not sufficient, Can be improved by editing and better structuring Some key issues articulated, but others are missing Some evidence of research but it is not applied All references used are cited 	<p><u>Knowledge and understanding:</u></p> <p>Exhibits sound:</p> <ul style="list-style-type: none"> Knowledge and understanding of task requirements Application of knowledge Links between aspects of the question could be more clearly articulated <p><u>Evaluation and analysis:</u></p> <ul style="list-style-type: none"> Assessment ranges from meeting MBA expectations to good at MBA level Applies concepts learnt in the module and from other sources Solid evaluation and analysis show nexuses between components of the task Extra research apparent, largely applied, and critical in relation to suitability of idea Assesses how business will contribute to the economy <p><u>Pragmatism:</u></p> <ul style="list-style-type: none"> Flows from the evaluation and analysis Proposal largely pragmatic and addresses task Shows potential to be workable in reality, supported by application of good research and evidence of what worked elsewhere <p><u>Business plan:</u></p> <ul style="list-style-type: none"> Cohesive, cogent Uses proven facts and figures from credible sources Follows the business plan outline High potential to work in real life Dwells largely on pragmatic aspects of the task <p><u>Professionalism:</u></p> <ul style="list-style-type: none"> Reads well, though editing and structure could improve Addresses most task requirements Aspects raised supported by very good research Properly referenced Professionally presented Just shy of masterly 	<p><u>Knowledge and understanding:</u></p> <p>Exhibits excellent:</p> <ul style="list-style-type: none"> Comprehension of task and idea proposed Reading beyond prescribed texts Application of knowledge Articulation of the links between aspects of the task <p><u>Evaluation and analysis:</u></p> <ul style="list-style-type: none"> Critical, sophisticated, resourceful and imaginative assessment of question's aspects, exceeding MBA level Extensive application of concepts learnt in module (and beyond) in relation to the components of the task Evidence of extra research supporting ideas evaluated or raised Critical evaluation and analysis of suitability of the entrepreneurial idea, related factors and risks, value proposition, market characteristics, competitor analysis, pricing model, financing options, and pertinent ethics and sustainability issues, as well as information system management Considers critically how business will contribute to the economy <p><u>Pragmatism:</u></p> <ul style="list-style-type: none"> Emanates from integrated evaluation and analysis Proposal supported by application of very good research, and evidence of what has worked elsewhere - clearly workable in reality The idea is so practical that it can be implemented with high expectation of success <p><u>Business plan:</u></p> <ul style="list-style-type: none"> Comprehensive Cohesive, cogent Applies facts and figures cited from credible sources Very high potential to work in real life Dwells on pragmatic aspects of the task

			<ul style="list-style-type: none">• Outline followed and well developed <p>Professionalism:</p> <ul style="list-style-type: none">• Reads seamlessly• Professionally presented• Well structured• Addresses all aspects• Excellent research evident to support aspects raised• Properly cited
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Total Marks: 100