

Assignment Structure, The Scenario, and Performance Criteria for Entrepreneurship and Negotiation (BM057)

Learning Outcomes

This assignment will assess your ability to:

1. Demonstrate an understanding of the characteristics and driving forces necessary in developing innovative business ideas in enterprises.
2. Develop a capacity for informed critical understanding of environmental conditions and the ability to analyse business trends and ideas
3. Demonstrate skills related to entrepreneurial activities and competence in team building
4. Communicate, deliver and effectively justify a business plan.
5. Develop the capacity to analyse and apply negotiating techniques and skills.

The Scenario:

You and your friends have decided to start a new business to manufacture non-carbonated soft drinks. Your team believes that the location in Kuala Langat, close to high quality water, will give you the competitive edge. Although you and your friends have never worked together, you actually have 10 years of experience in the soft drink industry. One of your partners recently sold his firm and has funds to finance the venture. However, the other partners needed to raise additional money from outside investors.

Requirement:

Your team is required to make a **Business Plan** presentation to potential investors regarding the feasibility of the proposed new venture. You and your team should aim to make your presentation interesting and engaging, without losing sight of the fact that the investment agency is seeking a professional business plan about the proposed new venture. Your analysis should thoroughly illustrate and examine the evolving market trends of non-carbonated drinks in Malaysia.

INSTRUCTIONS

Each group (3-4 individuals per group) will be required to submit a business feasibility report and make an oral presentation in Week 11. The report should be a formally written document, the contents of which should not exceed 2500 words (excluding appendices). An electronic copy (CD) of the report should also be submitted with the proposal.

Assessment Details:

You will be assessed as follows:

Group based business plan 2,500 words (50%)

Group based oral presentation (30%)

Diary of development issues - Journal (20%)

(Refer below for the detailed breakdown of the marks)

1. GROUP BASED BUSINESS PLAN REPORT, 2,500 WORDS (50 %)

The report should have the following contents.

- ☐ Table of contents
- ☐ Preliminary details
- ☐ Executive summary
- ☐ Current situation
- ☐ Industry analysis
- ☐ Description of your project or venture
- ☐ Operational and production plan
- ☐ Marketing plan
- ☐ Human resource plan
- ☐ Assessment of risks
- ☐ Financial plan
- ☐ Bibliography
- ☐ Appendix

2. GROUP PRESENTATION (50 %)

Assessment will be by means of a 20-minute group presentation, followed by a 5-10 minute question and answer session. The presentation will need to integrate and synthesise the findings from individual group member's research. The time limit will be strictly adhered to.

All group members should play an equal part in the presentation as it is individually assessed and may present content other than that presented in the individual assignment. All members of the group should be prepared to answer questions on any aspect of the presentation, and will therefore need to be familiar with the research of all group members.

In the presentation, each member will be assessed on the:

- **CONTENT (20%)**
 - Content of the presentation
 - Individual's ability to respond competently to questions.
 - Awareness of business plan.
- **COMMUNICATION SKILLS (10%)**
 - Quality of presentation technique and material used
 - Ability to work as part of a coordinated group

3. JOURNAL REFLECTION - Individual Report (20%)

In addition you must provide an individual report that provides a critique of the processes involved in the group exercise and reporting. This should draw upon **your personal diary/log of the experience** itself and academic writings and theory and consideration of alternative methodologies for ideas generation and screening. It should also consider theory and experience of the interpersonal aspects of working in a group. The brief critique should be attached along with the group essay. Member names should be clearly indicated in the critique.

Assessment Criteria

The criteria below detail the areas, which will be taken into account when the assignment is marked.

1. To address the subject satisfactorily the assignment length should be in a maximum of 2,500 words [excluding diagrams and appendices]. A typed format is mandatory.

Pass assignments are expected to be legible, tidy, well organised and written in clear understandable English. The report should include an executive summary at the beginning and end with clear conclusions and recommendations. If you have any problems with report formats please do not hesitate to contact me.

2. High grades [70%, 75%, +80%] need to demonstrate sustained coherent analytical ability. A systematic approach to analysis and evaluation is required for grades 60% to 85% - for grades at the higher end of the scale, integration and synthesis is a requirement. The quality of the arguments used to develop and support prescriptions/recommendations are, in our view, the essential test of integration.
3. Evidence of reading and some understanding of models and concepts are needed to achieve a pass grade [40%]. Integration of theory and practice is expected for any grade above 65%.
4. You are expected to clearly state any assumptions you make, and support statements and theories by referencing to appropriate sources. [This is essential for higher grades but does not necessarily prejudice a pass mark [40%] if it is missing].

Attention will be paid to:

- **Critical evaluation and discussion.** Issues will be dealt with deeper and on an analytical plane, based on good research - with industry examples, data projections and commentaries.
- **Balanced researched materials.** Appropriate and different sources which must include sufficient academic research, not just secondary research from URLs
- **Proper referencing and citation.** Harvard Referencing is a must. Citation must include, apart from the normal details, the page number from where the issue for discussion has been taken. (Refer to University Handbook for penalty on plagiarism)

GROUP TASK REPORT

Group Members:

- 1)
- 2)
- 3)
- 4)

Area of Responsibility	Name and Signature of Member