**SUMMATIVE ASSIGNMENT – RESIT / IN-YEAR ASSESSMENT**

*Part One Summative 20%*

**This is an individual submission of video work contributing 20% of the summative assessment for this module.**

You are required to submit a video of a Business Pitch for funding for a business idea of your choosing. This submission should specify at the start of your presentation, the nature of the organisation you are pitching to (eg, Venture Capitalist/Business Enterprise Start Up Funds).

**Advice:**

* *prior-planning:* Business plan preparation; make sure your plan is fully developed and tested. Then consider how you wish to present your video – style and content, graphics, illustrations etc.
* *production:* shooting skills, pieces to camera, graphs, diagrams, and/or animation (while we are not a film school and are not concerned with film per se, the quality and impact of your presentation will be assessed – as would be the case with any commercial presentation)
* *product finalisation and delivery*: editing; adding titles, music and graphics; credits; references and authors

You MUST avoid filming anyone other than yourselves for this submission. Filming of yourselves is entirely for assessment purposes and the submitted assignment will be shared only with the module markers. For full GDPR information please see the University policy.

**Overall time limit: 5 minutes**

**SUBMISSION INSTRUCTIONS**

**Your completed assignment must be uploaded to DUO  
no later than 12:00 midday on 11 January 2021**

**A penalty will be applied for work uploaded after 12:00 midday as detailed in the Programme Handbook. You must leave sufficient time to fully complete the upload process before the deadline and check that you have received a receipt. At peak periods, it can take up to 30 minutes for a receipt to be generated.**

Guidance on referencing can be found in the programme handbook and on DUO

**MARKING GUIDELINES**

Performance in the summative assessment for this module is judged against the following criteria:

* Relevance to question(s)
* Organisation, structure and presentation
* Overall conclusions
* Clarity of expression and explanation of the business’s value proposition
* Evidence of knowledge and clarity in the presentation about the business context; environment and market
* Explanation of a marketing strategy
* Evidence of business model design and planning
* Evidence of financial forecast preparation and clarity about funding required and the type of funder the pitch is addressed to
* Presentation of pitch:
  + Care, enthusiasm and clarity of expression in film

**PLAGIARISM AND COLLUSION**

Students suspected of plagiarism, either of published work or the work of other students, or of collusion will be dealt with according to School and University guidelines.

**END OF ASSESSMENT**