

# National College of Ireland

## School of Computing

Semester 2, 2023/24

### **Innovation and Business Entrepreneurship**

Lecturer: Ciaran Hayden

Continuous Assessment 1 (individual)

#### **Case Study Analysis – The Rise and Fall of an Entrepreneur**

Credits: 50%

Q.1. What factors do you think Abdul Wahid had in his favour, which made him a successful Entrepreneur and explain why you think so?

Q.2. In its initial years, when faced with crisis, how did Abdul Wahid revive “Faisal Ice-cream”?

Q.3. In your opinion what are the reasons that led to the downfall of “Faisal Ice Cream” and explain why you think so?

Q.4. *Research continues to help us understand the Entrepreneurial “Mind-Set”*

With reference to the Entrepreneurial academic literature (e.g. Scarborough & Cornwall as discussed on course), discuss the characteristics often attributed to Entrepreneurs and propose three that Abdul possessed and three he did not possess. Cite three appropriate references in your assignment.

Q.5. Prior to his demise: What advice would you offer Abdul regarding his business. Justify your advice.

Notes:

1. SEE CASE ‘THE RISE AND FALL OF AN ENTREPRENEUR’
2. All questions carry equal marks
3. Submission date by 6/03/2024 17:00
4. Microsoft Word required
5. Word count guide: 2,000
6. Student’s Name, Number and Course are to be shown on the cover page of your assignment

7. Submissions only accepted through Turnitin link on Moodle
8. Your work must be your own and the college's plagiarism policy will be considered for submissions with high similarity to other students or documents found online.
9. Harvard referencing style is the appropriate choice for essays like these.
10. Learning Outcomes: The Characteristics of an Entrepreneur, Identify the different operational challenges facing entrepreneurs and the strategies that can be employed to overcome these obstacles.
11. Requests for extensions must be submitted via NCI360 with supporting documentation