

**Assessment Brief**

|  |  |  |  |
| --- | --- | --- | --- |
| Module Title:  Growing the Enterprise | | | |
| Module Code:  BUS6080 | | | |
| **Assessment Type**  Coursework | **Level**     6 | **Weighting**     100% | **Word Count**     3000 |
| **Submission Date**     12/5/25 | **Submission Time**     3.00pm | **Module Leader**     Dr Colin Akhurst | **Time Limit (for in person or oral assessments)**  N/A |

**Assessment Brief**

|  |  |
| --- | --- |
| **Assessment Information**  You are a management consultant working for a government agency or university and have been tasked to develop a growth plan for a micro or small business  This business will be allocated to you by your seminar tutor. | |
| Assessment Task (with genre/type) | You will be required to compile a 3000 word report to analyse the position of the business and the external and internal factors that can influence and support economically sustainable growth. |
| Assessment Title | Business Growth Plan |
| Things to include: | An introduction of the business including relevant data regarding history, management structure, market active in and details of the industry **(10%)**  A systematic scan of the industry and geographical market the business is in and the competitive rivalry using relevant models and theories. **(20%)**  An analysis of the strategic capabilities of the business, its skill set and resources available and how these can be leveraged for growth, using relevant models and theories. **(25%)**  A recommendation for 2-3 years economically sustainable growth that is relevant to the financial, human and skill resources available to the business and aligned to the long term aims of the owner/manager **(20%)**  A Marketing and investment plan, including sources of finance relevant to the business to support the growth recommendations. **(15%).**  The professionalism of the presentation and adherence to correct and consistent use of the Harvard referencing system. **(10%)** |

|  |  |
| --- | --- |
| Completion of this assessment will address the following learning outcomes: | |
|  | Analyse and evaluate the growth potential of a business or social enterprise within the sphere of the organisation by identifying strength and weaknesses. |
|  | Critically analyse and evaluate opportunities for growth within the internal and external environment of the organisation. |
| 3 | Formulate a Development Plan to take the enterprise forward in the area of performance and growth |
| 4 | 1. Present ideas in a formal, persuasive and coherent manner in a presentation or a written report. |

**Submission Information**

Present any written aspects of the assessment using font size 11 and using 1.5 spacing to allow for comments and annotations to be added by the markers.

Complete the appropriate cover sheet for this assessment and append your work.

This assessment will be marked anonymously and should show your student number only.

Submit this coursework assessment task via Moodle.

**Late Submission**

Assessments must be submitted in the format specified in the assessment task, by the deadline and to the submission point published on Moodle.  Failure to submit by the published deadline will result in penalties which are set out in Section 6 of the Academic Regulations, available at: <https://icity.bcu.ac.uk/Quality-Enhancement-and-Inclusion/Quality-Assurance-and-Enhancement/Academic-Regulations>

**Word Count**

The maximum word count for this module assessment is shown on Page 1.  A +10% margin of tolerance is applied, beyond which nothing further will be marked. Marks cannot be awarded for any learning outcomes addressed outside the word count.

The word count refers to everything in the main body of the text (including headings, tables, citations, quotes, lists etc.).  Everything before (i.e. abstract, acknowledgements, contents, executive summaries etc.) and after (i.e. references, bibliographies, appendices etc) is **not** included in the word count limit.

**Referencing Style**

* BCU Harvard Style Referencing

More information on referencing is available here: <https://www.bcu.ac.uk/library/services-and-support/referencing>

**Use of Artificial Intelligence**

Whilst AI tools can be helpful in assisting learning, when it comes to assessment, the Academic Misconduct Procedure is clear that this should be a student’s own original work and not the work of other people or AI tools.

The [Use of AI Tools – Student Guidelines](https://moodle.bcu.ac.uk/pluginfile.php/10125634/mod_resource/content/1/Student%20AI%20Guidelines%20%28Sept%2023%29.pdf) document follows the same guidelines your lecturers use. If you are unsure of whether AI is appropriate within your work, please read the guidelines or ask your lecturer. For advice and guidance around academic writing, please visit the [Centre for Academic Success](https://www.bcu.ac.uk/cas).

**Academic Integrity Guidance**

Academic integrity is the attitude of approaching your academic work honestly, by completing and submitting your own original work, attributing and acknowledging your sources when necessary. Understanding good academic practice in written and oral work is a key element of academic integrity. It is a positive aspect of joining an academic community, showing familiarity with and acknowledging sources of evidence. The skills you require at higher education may differ from those learned elsewhere such as school or college.

You will be required to follow specific academic conventions which include acknowledging the work of others through appropriate referencing and citation as explicitly as possible. If you include ideas or quotations that have not been appropriately acknowledged, this may be seen as plagiarism which is a form of academic misconduct. If you require support around referencing, please contact the [Centre for Academic Success](https://www.bcu.ac.uk/cas)

It is important to recognise that seeking out learning around academic integrity will help reduce the risk of misconduct in your work. Skills such as paraphrasing, referencing and citation are integral to acting with integrity and you can develop and advance these key academic skills through the [Centre for Academic Success (CAS).](https://www.bcu.ac.uk/cas)

To learn more about academic integrity and its importance at university, you can access CAS resources on Moodle. Furthermore, you can book on to workshops and request 1-2-1 support around key academic skills.

**Academic Misconduct**

Academic misconduct is conduct that has or may have the effect of providing you with an unfair advantage by relying on dishonest means to gain advantage and which therefore compromises your academic integrity.

The Academic Misconduct procedure sets out the process we will follow, and the penalties we may apply, in cases where we believe you may have compromised your academic integrity by committing academic misconduct.  The Academic Misconduct Procedure and information about academic support is available at: <https://icity.bcu.ac.uk/Student-Affairs/Appeals-and-Resolutions/Academic-Misconduct-Procedure>

**Marking Criteria Group Individual Report (3000 words +/-10%)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Criterion** | **0-20%**  **Fail** | **21-39%**  **Fail** | **40-49%** | **50-59%** | **60-64%** | **65-69%** | **70-79%** | **80-100%** |
| LO1 + LO2  10%  Analyse and critique the nature of the organisation, its current position and details of the market/industry it operates in. | Very Poor or zero attempt made to identify and critique the nature of the business and/or apply relevant theories or models. Where such attempt is made it is done inappropriately or wrongly. | Poor attempt made to identify and critique the nature of the business and/or apply relevant theories or models. Where such attempt is made it is done inappropriately or wrongly. | A satisfactory attempt at identifying and critiquing the nature of the business. Basic attempt is also made at applying relevant theories or models. This is however very basic with some incidence of improper/incorrect application. | A good attempt at identifying/ critiquing the nature of the business . Good attempt at application of appropriate models demonstrating some understanding of relevant theories. | A very good identification, analysis and critique of the business and the application of relevant theory and models. | A consistently very good identification, analysis and critique of the business and the application of relevant theory and models. | An excellent identification, analysis and critique of the business and the application of relevant theory and models. | An outstanding idenification, analysis and critique of the business and the application of relevant theory and models. |
| LO1 +LO2  20%  Conduct a critical and relevant systematic scan of the industry and geographical market the business is in, using relevant models and theories | Very Poor or zero attempt made to identify and critique the nature of the market the business is in, the key competitors and the economic conditions in the market.  Very poor or zero application of relevant theories or models. Where such attempt is made it is done inappropriately or wrongly. | Poor attempt made to identify and critique the nature of the market the business is in, the key competitors and the economic conditions in the market.  Poor application of relevant theories or models. | A satisfactory attempt made to identify and critique the nature of the market the business in in, the key competitors and the economic conditions in the market.  Basic attempt made at applying relevant theories or models. Some incidences of improper/incorrect application. | A good attempt made to identify and critique the nature of the market the business is in, the key competitors and economic conditions in the market.  Good application of relevant theories or models. | A very good identification and critique of the nature of the market the business is in, the key competitors and the economic conditions in the market.  Very good application of relevant theories or models. | A consistently very good identification and critique of the nature of the market the business is in, the key competitors and the economic conditions in the market.  Consistently very good application of relevant theories or models. | An excellent identification and critique of the nature of the market the business is in, the key competitors and the economic conditions in the market.  Excellent application of relevant theories or models. | An outstanding identification and critique the nature of the market the business is in. the key competitors and the economic conditions in the market.  Outstanding application of relevant theories or models. |
| LO2 +LO3  25%  Conduct a critical analysis of the strategic capabilities of the business, its skill set and resources available and how these can be leveraged for growth, using relevant models and theories. | Very Poor or zero attempt made to conduct and critique an internal analysis of the business and understand the key strategic capabilities to leverage sustainable growth  Very poor or zero application of relevant theories or models. Where such attempt is made it is done inappropriately or wrongly. | Poor attempt made to conduct and critique an internal analysis of the business and understand the key strategic capabilities to leverage sustainable growth  Poor application of relevant theories or models. Where such attempt is made it is done inappropriately or wrongly. | A satisfactory attempt made to conduct and critique an internal analysis of the business and understand the key strategic capabilities to leverage sustainable growth  Basic attempt made at applying relevant theories or models. Some incidences of improper/incorrect application. | A good attempt made to conduct and critique an internal analysis of the business and understand the key strategic capabilities to leverage sustainable growth  Good application of relevant theories or models. | A very good identification and critique of the strategic capabilities and competencies of the business and how these can be used to leverage sustainable growth  Very good application of relevant theories or models. | A consistently very good identification and critique of the strategic capabilities and competencies of the business and how these can be used to leverage sustainable growth  Consistently very good application of relevant theories or models. | An excellent identification and critique of the strategic capabilities and competencies of the business and how these can be used to leverage sustainable growth  Excellent application of relevant theories or models. | An outstanding identification and critique of the strategic capabilities and competencies of the business and how these can be used to leverage sustainable growth  Outstanding application of relevant theories or models. |
| LO2 +LO3  20%  Make relevant suggestions for sustainable growth plan based on a critical analysis of the business and aligned to the long term aims of the owner/manager | Very Poor or zero attempt made to suggest relevant and sustainable growth strategies with clear links to an analysis of the business and aligned with the vision/mission of the owner.  Very poor or zero application of relevant theories or models. Where such attempt is made it is done inappropriately or wrongly. | Poor attempt made to suggest relevant and sustainable growth strategies with clear links to an analysis of the business and aligned with the vision/mission of the owner.  Poor application of relevant theories or models. Where such attempt is made it is done inappropriately or wrongly. | A satisfactory attempt made to suggest relevant and sustainable growth strategies with clear links to an analysis of the business and aligned with the vision/mission of the owner.  Basic attempt made at applying relevant theories or models. Some incidences of improper/incorrect application. | A good attempt made to suggest relevant and sustainable growth strategies with clear links to an analysis of the business and aligned with the vision/mission of the owner.  Good application of relevant theories or models. | A very good suggestion of relevant and sustainable growth strategies with clear links to an analysis of the business and aligned with the vision/mission of the owner.  Very good application of relevant theories or models. | A consistently very good suggestion of relevant and sustainable growth strategies with clear links to an analysis of the business and aligned with the vision/mission of the owner.  Consistently very good application of relevant theories or models. | Excellent suggestion of relevant and sustainable growth strategies with clear links to an analysis of the business and aligned with the vision/mission of the owner.  Excellent application of relevant theories or models. | Outstanding suggestion of relevant and sustainable growth strategies with clear links to an analysis of the business and aligned with the vision/mission of the owner.  Outstanding application of relevant theories or models. |
| LO1 +LO2  15%  Compile a marketing and funding plan relevant to the market and internal analysis of the business to support the growth recommendations | Very Poor or zero marketing and funding plan that does not dislay evidence of relevance to the business and the suggested growth strategies.  Very poor or zero application of relevant theories or models. Where such attempt is made it is done inappropriately or wrongly. | Poor marketing and funding plan with limited evidence of relevance to the business and the suggested growth strategies.  Poor application of relevant theories or models. Where such attempt is made it is done inappropriately or wrongly. | A satisfactory marketing and funding plan that has some relevance to the business and the suggested growth strategies.  Satisfactory application of relevant theories or models. Where such attempt is made it is done inappropriately or wrongly. | A good marketing and funding plan that is relevant to both the business analysis and the suggested growth strategies.  Good application of relevant theories or models. | A very good marketing and funding plan that is well thought through and relevant to both the business analysis and the suggested growth strategies.  Very good application of relevant theories or models. | A consistently very good marketing and funding plan that shows evidence of a good understanding of the business analysis and the requirements of suggested growth strategies.  Consistently very good application of relevant theories or models. | An excellent marketing and funding plan that shows evidence of a strong understanding of the business analysis and the requirements of suggested growth strategies.  Excellent application of relevant theories or models. | An outstanding marketing and funding plan showing evidence of a very strong understanding of the business analysis and the requirements of suggested growth strategies.  Outstanding application of relevant theories or models. |
| LO4  10%  Referencing; grammar; presentation style | No use of referencing; poor grammar with spelling mistakes throughout; presentation poor and not to L6 standard | Poor and unsatisfactory use of referencing; poor grammar; presentation poor and not to L6 standard. | Use and execution of referencing basic level; Grammar basic and presentation incomplete and just at L6 standard. | Use and execution of referencing fair with scope for improvement; Grammar fair and at times good; presentation complete in parts and consistently at L6 standard. | Use and execution of referencing good; Grammar good and at times demonstrates flair; presentation complete and strong throughout. At L6 standard. | Use and execution of referencing good and occasionally very good; Grammar strong and demonstrates flair; presentation complete and strong throughout. At L6 standard. | Use and execution of referencing excellent; Grammar strong and consistently demonstrates flair; presentation complete and strong throughout. At L6 standard. | Use and execution of referencing excellent; Grammar strong and consistently demonstrates flair; presentation complete and strong throughout. At and above L6 standard. |

**(T2) Formative Activity & Assessment Schedule**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **BCU**  **Week** | **Date**  **w/c** | **Seminar content and student activities** | **Assessment and feedback plan**  *(inc. formative assessment)* | **Formative Activity Plan** |
| *3* | *10/2* | *Writing a Growth Plan*  *Students to present a 100-150 word introduction to the business allocated* | *In class formative feedback from the seminar tutor* | *Students to discuss the main components of a position analysis for an SME and how this differs from a larger business* |
| *6* | *3/3* | *Dedicated support session*  *Students will view previous cohorts’ growth plans*  *.* | *Students will peer review previous cohorts’ growth plans* | *Student to provide the position analysis using relevant models to seminar teacher. If there is no data available seminar teacher will require students to return in W8 with data.* |
| 10 | 31/3 | First draft of report in the form of wireframe / outline provided to seminar teacher for view and feedback | Verbal feedback provided to students on V1 draft | If no draft presented seminar tutor will contact and chase individual students for presentation in W11. |