**Kingston University, BSc (Hons) (top-up)**

**Draft Coursework – Subject to Moderation**

**Coursework Coversheet**

**Part 1 - To Remain with the Assignment after Marking**

|  |  |
| --- | --- |
| **Student ID:** | **Student Name:** |
| **Module Code:** | **Module Name:** |
| **Assignment number:** | **ESoft Module Leader:** |
| **Date set:** | **Date due: 17th March 2025** |

**Guidelines for the Submission of Coursework**

1. Print this coversheet and securely attach both pages to your assignment. You can help us ensure work is marked more quickly by submitting at the specified location for your module. You are advised to keep a copy of every assignment.

2. Coursework deadlines are strictly enforced by the University.

3. You should not leave the handing in of work until the last minute. Once an assignment has been submitted it cannot be submitted again.

**Academic Misconduct**: **Plagiarism** and/or **collusion** constitute **academic misconduct** under the University's Academic Regulations. Examples of academic misconduct in coursework: making available your work to other students; presenting work produced in collaboration with other students as your own (unless an explicit assessment requirement); submitting work, taken from sources that are not properly referenced, as your own. By printing and submitting this coversheet with your coursework you are confirming that the work is your own.

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| |  | | --- | | ESoft Office Use Only:  Date stamp: work received | | |  | | --- | |  | |

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**Coursework Coversheet**

**Part 2 – Student Feedback**

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| --- | --- |
| **Student ID:** | **Student Name:** |
| **Module Code:** | **Module Name:** |
| **Assignment number:** | **ESoft Module Leader:** |
| **Date set:** | **Date due:** |

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| --- |
| Strengths (areas with well-developed answers) |

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| --- |
| Weaknesses (areas with room for improvement) |

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| --- |
| Additional Comments |

|  |  |  |
| --- | --- | --- |
|  |  |  |
| **ESoft Module Lecturer:** | **Provisional mark as %:** |  |
| **ESoft Module Marker:** | **Date marked:** |

**Submission deadline:**

**EM6415 – Digital Entrepreneurship Coursework**

Read the given instructions under each heading carefully in attempting the coursework.

**Background**

In the era of rapid digital transformation, many businesses are pivoting from traditional models to digital-first strategies. Sarah Perera is an IT undergraduate with a background in business, and she likely has considerable knowledge of how technology and business intersect to develop a successful digital business in the competitive e-commerce sector.

After researching the potential for growth in the e-commerce space, Sarah is now considering starting a business venture, which reflects the ongoing changes and adaptations in modern trends. This suggests that Sarah sees opportunities in the evolving business landscape and is contemplating leveraging her skills and knowledge to launch her own business or project.

**Coursework 1: Development of the business idea analysis, design and demonstration of a digital system for a product or service (50%)**

Assume yourself as Sarah and prepare a report covering the following areas:

1. **Identify a Digital Business Concept/Idea:** Propose a digital business idea that will serve as the foundation for starting a new venture and turning you into an entrepreneur. You may focus on either an incremental business idea that improves the digitalization of an existing business or a spin-off.
2. **Explain the Benefits and Challenges:** Discuss the benefits and challenges associated with the chosen digital business idea.
3. **Critically Evaluate the Chosen Innovative Idea:** Assess the chosen idea in terms of cost, marketability, financing, and technical feasibility. This evaluation should lead to the design and demonstration of a digital solution that addresses these requirements, accompanied by a report.

**Part 2 – Development of Business Strategy (50%)**

Develop a detailed business plan that outlines the creation and exploitation of a technology or business idea, with the goal of launching and managing a new business or enterprise based on the chosen digital business idea under Part 1. This part of the coursework requires you to demonstrate a comprehensive understanding addressing e-business models, funding strategies, marketing plans, and relevant legal, regulatory, and professional issues.

Follow the structure below when preparing the document:

Prepare the business strategy/plan including the projected business aspects of your product/service as well as the venture. Follow the below structure in preparation of the document.

1. Executive Summary
2. Business Overview (including the management structure)
3. Competitive Market Analysis
4. Target Audience and Products and Offers
5. Business Model and Revenue Generation Model
6. Marketing Plan and Operations
7. Financial Plan
8. Legal, Regulatory, and Social Considerations

Plan the subheadings of each chapter as per your preference.

**Submission**

Submission of your report the deadline is <*<mention the deadline>> by <<time >>*. Part 1 and Part 2 should be compiled as one Report and submitted to ELMS. Each part must have separate coversheets. Delayed submissions will be subjected to university guidelines on delayed submission policy.

**Grading Rubric**

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| --- | --- |
| **Criteria** | **Marks** |
| Entrepreneurial/Venture Concept | 20 |
| Explanation on Benefits and Challenges | 15 |
| Critical Evaluation on the Idea Feasibility | 15 |
| Definition of Business Overview | 5 |
| Competitive Market Analysis | 5 |
| Target Audience and Products and Offers | 10 |
| e-Business Model and Revenue Generation Model | 5 |
| Marketing Plan and Operations | 10 |
| Financial Plan | 10 |
| Legal, Regulatory, and Social Considerations | 5 |

**Academic Integrity:**

Academic integrity means demonstrating honest, moral behaviours when producing academic work. This involves acknowledging the work of others, giving appropriate credit to others where their ideas are presented as part of your work and the importance of producing work in your own voice. Contributions by artificial intelligence (AI) tools must be properly acknowledged. As part of a learning community students share ideas and develop new ones - you need to be able to interpret and present other people's ideas and combine these with your own when producing work.

**Plagiarism (including copying, self-plagiarism and collusion)**

The act of presenting the work of another person (or people) and/or content generated by artificial intelligence (AI) tools as your own without proper acknowledgement. This includes copying the work of another student or other students.

The University expects students to take responsibility for the security of their work (i.e. with written work, to ensure that other students do not get access to electronic or hard copy of the work). Failure to keep work secure may allow others to cheat and could result in an allegation of academic misconduct for students whose work have been copied, particularly if the origin of the work is in doubt.

**Self-plagiarism**

The act of presenting part or all of your work that has been previously submitted to meet the requirements of a different assessment, except where the nature of the assessment makes this permissible.

**Collusion**

The act, by two or more students of presenting a piece of work jointly without acknowledging the collaboration. This could include permitting or assisting another to present work that has been copied or paraphrased from your own work.

The University also defines collusion as the act of one student presenting a piece of work as their own independent work when the work was undertaken by a group. With group work, where individual members submit parts of the total assignment, each member of a group must take responsibility for checking the legitimacy of the work submitted in his/her name. If even part of the work is found to contain academic misconduct, penalties will normally be imposed on all group members equally.

**Purchasing or Commissioning**

The act of attempting to purchase or purchasing work for an assessment including, for example from the internet, or attempting to commission, or commissioning someone else to complete an assessment on your behalf.

The procedures for investigating suspected cases of academic misconduct are set out in Academic Regulations 6 Academic Integrity - Taught Courses 2023/24

**Acknowledging Generative AI in coursework**

Where generative AI has contributed to an assignment the following information should be included in the submission:

A statement on the use of generative AI as part of the assessment, including the extent of use, and how it was used as part of all stages in creating the final submission, e.g., including planning, and generating ideas. This should normally be provided at the end of a written assignment with the heading ‘Acknowledgement of AI Contribution’. For other assignment types, module staff will advise on how this should be done.

**You must meet all deadlines set. Failure to do so will result in a penalty.**

Work submitted late but within a week of the deadline will be capped at 40% and receive a grade of LP (Late Pass) unless it is not of a passing standard in which case it will receive a grade of LF (Late Fail). Work submitted beyond a week of the deadline without approval will get 0% with a grade of F0. If, however, you have a serious problem, which prevents you from, meeting the deadline you may be able to negotiate an extension in advance. In the first instance you should contact the module team for advice. However, any extension will need to be formally agreed by the Faculty via the Mitigating Circumstances process, your work will then be marked without penalty.