



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

## Faculty of Economic and Management Sciences

Fakulteit Ekonomiese en Bestuurswetenskappe  
Lefapha la Disaense tša Ekonomi le Taolo

7 March 2022

### Dear Second year student

You are partaking in an integrated assignment because you are enrolled for one or more of the following modules: BAC200, FBS210, FBS220, BEL200 and/or IAU200. The assignment will include elements from the modules that you have completed during your first year and are currently registered for in your second year. Thus, an integrated assignment means you must include any prior knowledge or lived experiences up to this point.

The outcome of the integrated assignment is to expose you to a simulated environment where you can practice your technical knowledge while paying attention to professional values and attitudes as well as enabling competencies for an in-depth understanding of the work environment where you aspire to thrive in the future world of work. You will be required to draw on prior knowledge in order to apply critical thinking in an integrated, creative and innovative way. The assignment is focused on the bigger picture to initiate your understanding of business acumen and how the various modules of the degree programme align to the real world as well as to each other.

This is an integrated group assignment where every group must consist of between 2-5 members. No group will be allowed to have more than 5 or less than 2 members.

**You are required to find group members and form the group yourselves.**

The assignment consists of three phases.

Phase 1 will commence on 7 March with a submission date of **11 April (24:00)**.

Phase 2 will commence on 21 April with a submission date of **25 May (24:00)**.

Phase 3 will commence on 1 August with a submission date of **3 October (24:00)**.

**Each Phase will count more or less 120 marks.**

The assignment will be administrated through a separate ClickUP module: FS2IA. If you have any queries, please use the discussion tool on the ClickUP module. If you are unsuccessful to obtain an answer there, only then are you allowed to use the e-mail address for the FS stream: *FS2ia@up.ac.za*.

## General background

We are investors in the **flexible personal transport business sector**. Our long-term goals include the sustainable development goals of the United Nations such as no poverty, gender equality, decent work and economic growth, responsible consumption and production and the reduction of inequalities.

Three common themes in transportation innovation are smart technology, electrification and autonomy (Galambos, 2019). We are interested in technology that will be affordable in a developing country like South Africa. The technology we are looking for must be user friendly and affordable in urban and rural settings. You also need to keep in mind that there may not always be sustainable infrastructures available. Examples that you may be thinking about are:



Autonomous aerial vehicles (AAVs) (Steemit, 2018) or hoverbikes (Metcalf, 2018)



Different types of Hovercrafts (Trendhunter, nd)



Different styles of hoverboards (Adams, 2016)

**We would like to invite you, as a future business leader, to become part of this exciting new venture.**

**Phase 1:****(112 marks)**

Before we commence with our business agreement, we first want to evaluate whether you would be our first choice to invest our millions of Dollars in. In order to evaluate your potential, we would like you to present the following information to us with regard to a **flexible personal transport manufacturing** business to be set-up from the beginning. Your innovative and creative ideas are important but the ideas must be realistic.

- a) Provide a name for your business (fitting for your mission, goals). What type of business entity will be most beneficial?
- b) The design of your transportation idea to be manufactured (keep the core aspects and role of marketing to create value in mind).
- c) The first step in financial planning is forecasting of financial needs. This is followed by the budgeting process. As part of the information needed by the investors, you need to compile a 6-month cash budget for your business.
- d) As the world is currently in the Fourth Industrial Revolution and battling the Covid pandemic, your business should focus the marketing campaign on social media. A social media strategy is thus required to grow this new business into a multi-million-rand enterprise in the industry. You also need to include your target market.

**You are required to:**

- 1) Prepare a typed Microsoft Word (Word) document (Arial font with 12 font size) where you address Points a) – d) above. The Word document may not exceed 10 pages in total. The name, surname and student number of each group member must be typed at the top of the first page. All documents must be **converted to PDF** before submission via the submission link on the applicable ClickUP module.

For point a)

- i) What is the mission and goals of your business? (6)
- ii) List at least two types of business entities you considered for your business. (2)
- iii) Provide the advantages (3) and disadvantages (3) of each selected type of business in ii). (12)
- iv) Include your final decision on the type of entity. Remember to include the name of your entity. (2)

For Point b)

- i) Please provide a brief discussion of the core aspects of marketing with specific reference to your business selected. (5)
- ii) Provide the design of your transportation idea fitting with the target market of the business. (6)
- iii) How can you create value through the marketing process? (5)

For Point c) you need to include a 6-month cash budget for your new business (you are referred to OBS 114 and the textbook: Fundamentals of Business management (available as an e-book from the library)). (30)

For Point d) you need to include your social media strategy and target market (between 250 – 300 words). (14)

- 2) Submit a 10-minute self-recorded presentation on YouTube where you (the entire group must participate) need to convince the investors why your business will be the best possible investment for them. Base your arguments on the information you have gathered and documented through the written part of the assignment. Students should add the link to the Word document before exporting to PDF. Please test the YouTube link to ensure the video is accessible. (30)
- 3) Submit the Google form per the link provided on the Submission instruction (available on 4 April). The purpose of the Google form is to ensure that the markers can find and connect the submitted assignment with all the participating group members. The person submitting the document on ClickUP must be the person submitting the Google form.

# INTEGRATED ASSIGNMENT EVALUATION

## Phase 1

Final mark \_\_\_\_\_

Group members' details: (maximum of 5 members per group)

	Student number	Name and Surname
1		
2		
3		
4		
5		

## Technical requirements

Criteria	Submitted
Did you submit the Google form (per the Submission instructions)	
Word document according to requirements (converted to PDF) (Question 1)	
Plagiarism form included (every group member must complete a form and submit it as part of the word document) (Annexure A, page 10-11 of this document)	
Presentation on YouTube (Question 2) (included on Word document)	

## Summary of marks

Question	Maximum mark	Allocation marks
1a	22	
1b	16	
1c	30	
1d	14	
2	30	
<b>Total</b>	<b>112</b>	

### Evaluation criteria and Submission requirements:

File name	Save your document using the following file name convention: Student number of group member submitting the document_ Phase 1 (example: <b>0123456_Phase 1</b> )
Information page	The first page of your assignment is page 5 of this document.
Technical requirements	Before submitting the document, you need to indicate (on page 5) whether the group submission adheres to all the requirements.
Mark sheet	The mark sheet (Page 7-9 of this document) should be included after your information page
Paper size	A4
Font (body text)	Arial, 12 pt.
Line spacing (body text)	1½ spacing
Margins ▫ Left & right ▫ Top & bottom	2 cm 2.54 cm
Paragraph formatting	Paragraphs should be <b>justified</b> (i.e. the text should be aligned evenly along both the left and right margins to form a square box)
Plagiarism declaration	At the end of the submission document, <b>each</b> student must sign and include their own plagiarism declaration (see page 10-11).
Final check	After you adhered to all the requirements, convert you Word document to a PDF document and then submit on the ClickUP link

## **Mark sheet**

### **Question 1a:**

<b>Criteria</b>		<b>Total Marks</b>	<b>Marks awarded</b>
i) Mission and goals described	Mission (One statement)  Goals (at least three goals linking to the mission statement)	3  3	
ii) Two types of business entities	1 mark per type	2	
iii) Advantages and disadvantages are identified and briefly described	3 advantages plus 3 disadvantages per type = 6 per type	12	
iv) Name of business	Appropriate name with correct abbreviation or acronym	2	
<b>Total marks</b>		<b>22</b>	

### **Question 1b**

<b>Criteria</b>		<b>Total Marks</b>	<b>Marks awarded</b>
i) Core aspects of marketing	5 relevant core aspects described and applied to business venture	5	
ii) One design	6 marks per design (keeping the core aspects of marketing in mind as well as the design principles)	6	
iii) Value creation	Apply the marketing principles to your business. This is application only.	5	
<b>Total marks</b>		<b>16</b>	

**Question 1 c**

<b>Criteria</b>		<b>Total Marks</b>	<b>Marks awarded</b>
Critical thinking	According to the rubric	10	
Cash budget	Per included example	20	
<b>Total marks</b>		<b>30</b>	

**Evaluation of critical thinking**

	<b>Not met 1 – 2</b>	<b>Below expectations 2 - 4</b>	<b>Meet expectations 5 - 7</b>	<b>Exceed expectations 8 - 10</b>	<b>Total marks</b>
Financial planning: Cash budget for the first 6 months	Failed to gather and/or select relevant/sufficient information/ data related to the first 6 months of the new business.	Gathered and selected limited relevant information/ data related to the first 6 months of the new business..	Gathered and selected relevant and sufficient information/ data related to the first 6 months of the new business..	Gathered and selected relevant and comprehensive information /data related to the first 6 months of the new business.	<b>10</b>

**Question 1d**

<b>Criteria</b>		<b>Total Marks</b>	<b>Marks awarded</b>
Social media strategy	Using the theory and tips, apply to own business	10	
Target market	Define and describe the target market of your business	4	
<b>Total marks</b>		<b>14</b>	



**Question 2 Presentation**

Criteria		Total Marks	Marks Awarded
Communication skill	Per rubric	20	
Content	As per the word document compiled for written part of this assignment (per rubric)	10	
<b>Total marks</b>		<b>30</b>	

Criteria	Not met 1 – 4	Below expectations 5 - 8	Meet expectations 9 - 14	Exceed expectations 15 - 20	Total marks
<b>Presentati on Skills:</b> Logical flow	Fails to present appropriate content with a clear and understandable central message for the investors	Attempts to present appropriate content, but fails to target the Investors. Central message is basically understandable but very simplistic and not convincing or memorable.	Presents appropriate content convincingly to investors. Central message is clear and consistent with the supporting material, but not yet compelling.	Presents appropriate content to investors in ways that enhances meaning, thought and expression. Central message is compelling.	20
Criteria	Not met 1 – 2	Below expectations 2 - 4	Meet expectations 5 - 7	Exceed expectations 8 - 10	Total marks
<b>Content:</b> Alignment with word document	Identification and explanation of word document content show misunderstanding.	Identification of word document content is irrelevant and explanations are vague and/or too simplistic	Identified word document content is relevant and explanations are adequate.	Identified word document content is relevant and explanations are comprehensive.	10

**ANNEXURE A**  
**FACULTY OF ECONOMIC AND**  
**MANAGEMENT SCIENCES**



<b>Declaration Regarding Plagiarism</b>
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The Faculty of Economic and Management Sciences emphasises integrity and ethical behaviour with regard to the preparation of all written assignments.

Although the lecturer will provide you with information regarding reference techniques, as well as ways to avoid plagiarism, you also have a responsibility to fulfil in this regard. Should you at any time feel unsure about the requirements, you must consult the lecturer concerned before submitting an assignment.

You are guilty of plagiarism when you extract information from a book, article, web page or any other information source without acknowledging the source and pretend that it is your own work. This does not only apply to cases where you quote the source directly, but also when you present someone else's work in a somewhat amended (paraphrased) format or when you use someone else's arguments or ideas without the necessary acknowledgement. You are also guilty of plagiarism if you copy and paste information directly from an electronic source (e.g., a web site, e-mail message, electronic journal article, or CD-ROM) without paraphrasing it or placing it in quotation marks, even if you acknowledge the source.

You are not allowed to submit another student's previous work as your own. You are furthermore not allowed to let anyone copy or use your work with the intention of presenting it as his/her own.

Students who are guilty of plagiarism will forfeit all credits for the work concerned. In addition, the matter will be referred to the Committee for Discipline (Students) for a ruling. Plagiarism is considered a serious violation of the University's regulations and may lead to your suspension from the University. The University's policy regarding plagiarism is available on the Internet at <https://library.up.ac.za/plagiarism>.

For the period that you are a student in the Faculty of Economic and Management Sciences, the following declaration must accompany **all** written work that is submitted for evaluation. No written work will be accepted unless the declaration has been completed and is included in the particular assignment.

I (full names & surname):	
Student number:	

**Declare the following:**

1. I understand what plagiarism entails and am aware of the University's policy in this regard.
2. I declare that this assignment is my own, original work. Where someone else's work was used (whether from a printed source, the Internet or any other source)

due acknowledgement was given and reference was made according to departmental requirements.

3. I did not copy and paste any information directly from an electronic source (e.g., a web page, electronic journal article or CD ROM) into this document.
4. I did not make use of another student's previous work and submitted it as my own.
5. I did not allow and will not allow anyone to copy my work with the intention of presenting it as his/her own work.

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Signature

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Date