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| **Module Title:** | Entrepreneurial Marketing | **Module Code:** | 7BUS2073 |
| **Assignment Format & Maximum Word count** | The Entrepreneurial Project: Individual Pitch and Summary Business Plan Slideshow  (Pitch 3 mins maximum)  (Slideshow 8 slides maximum) | **Assignment weighting** | 50% |
| **Coursework Submission:** | Time: 17.00  Date: FRIDAY 17th March 2023 Method: Canvas and Hard Copy brought to pitch w/c 20th March 2023 | **Coursework return** Date returned to students: | 4 weeks from submission |
| **Module Leader** | Marianna Dorking | **First marker** | Peter Fraser |
| **Internal Moderator** | Approved  Date: | **Module Board name** | Marketing |
| **External Examiner** | Approved  Date: | **Module Board date** |  |
| **Module eligible for an extension on submission date (subject to UPRs)** | YES |  |  |

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| **Assessment Criteria** |
| **Learning Outcomes: Knowledge and Understanding assessed in this assignment:** |
| * Demonstrate the principles of designing a new service or product to meet an identified need * Summarise market and business opportunities into structured and clearly communicated outputs |
| **Learning Outcomes: Skills and Attributes assessed in this assignment:** |
| * Determine the importance of team and network-based performance in developing business start-up opportunities and the subsequent design of new services * Develop enterprising capabilities and confidence through the application of entrepreneurial/ intrapreneurial insights and reflexive practice in project work |
| **Transformational Opportunities**: |
| * Opportunity to focus the assessment on a personal business idea or to develop a plan for a family business/employer/potential employer. * Potential to enter future business idea/plan competitions both at the University of Hertfordshire and beyond. * Use LinkedIn Learning to support entrepreneurial skills development. |
| **Feedback /Marking criteria for this Assignment** |
| * Performance will be assessed using HBS Grading Criteria (Rubric) |
| * **Feedback** for improvement will be given in writing via **your** Canvas **module** **site** within 4 weeks of submission |
| * **Lateness Penalty:** For each day or part day up to five days after the published deadline, coursework relating to modules submitted late will have the numeric grade reduced by 10 grade points until or unless the numeric grade reaches the minimum pass mark (UG 40/PG 50).  Where the numeric grade awarded for the assessment is less than the minimum pass mark no lateness penalty will be applied.  If the coursework is submitted more than 5 days after the published deadline, it will not be marked and a grade of zero will be awarded. **Please note: Referred coursework submitted after the published deadline will be awarded a grade of zero (0).”** |
| * **Extensions:** Students do not have an automatic right to an extension.  If you require an extension, this must be requested in advance of the submission deadline.  Please give your reason(s) for needing an extension. |

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| **Detailed Brief for Individual** |
| Assignment 1 – The Entrepreneurial Project: Pitch and Summary Business Plan Slideshow (50% weighting)  Drawing on group brainstorming exercises and your own experience and research, **design a new service or product that will** **meet an identified need.** This can be for a new start-up business (i.e. your own company) or for an existing business.  The new product or service should be innovative but it should also be viable i.e. realistic.  You will need to **communicate** your product/service in the following ways:   1. Through the delivery of a short verbal pitch (maximum time 3 minutes). You should customise the content of your pitch for the selected audience i.e. include reference **to whom** and **for what** you are pitching for. The audience could be, for example, a Bank Manager, a potential investor or a possible business partner. 2. You will also need to produce a summary Business Plan PowerPoint slideshow detailing the key sections of the proposed business plan for your product/service. This must be no more than 8 slides long and should include;  * A cover slide which clearly shows your name, student ID and allocated tutorial time. You should also include the Brand Name for your business idea. (not included in 8 slide limit) * Business concept – i.e. what is the innovative Product/Service, including the Value Proposition. * Market Overview * Marketing * Operations * Finance * Funding * References – a closing slide showing full Harvard References for the sources used (not included in the 8 slide limit).   Students should submit their slides by the deadline of 5pm on Friday 17th March 2023. A hard copy of the slides should be brought along to your pitch which are scheduled to take place w/c Mon 20th March.  **Mark scheme for Pitch and Summary Business Plan Slideshow (50%)**   |  |  | | --- | --- | |  | Weighting % | | Pitch designed for selected audience with clear purpose | 10 | | Visual impression and professionalism including branding | 10 | | Verbal delivery including pace, tone, projection and timing | 10 | | Content of Slideshow to support the pitch business case/reasoning  Product/service idea including value proposition  Market Overview  Marketing  Operations  Finance  Funding | 20  10  10  10  10  10 | |  | 100 | |

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| **Academic Integrity, Plagiarism and Essay Mills** |
| * Y**ou are** **NOT** **allowed** **to** **copy** any information into your assignment without using quotation marks and a reference – this is ‘plagiarism’ (a type of academic misconduct). * You are NOT allowed to copy from other students (or allow other students to copy from you) – this is ‘collusion’. * You are NOT allowed to copy from your own assignments on other modules – this is ‘self-plagiarism’. * **You must NEVER buy assignments** from websites (essay mills) – this is called ‘contract cheating’ and it is now illegal in the UK. * If you commit academic misconduct, your mark will be reduced, and you will face disciplinary action for repeat offences.   Contact [academic-skills@herts.ac.uk](mailto:academic-skills@herts.ac.uk) if you are unsure of the rules or how to avoid academic misconduct, and you will receive help. |

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| **Student Support and Guidance** |
| * For further help on module content and assignment details, contact your **Module Leader** in his or her drop-in / office hours or by email. * Use the **Learning Outcomes** and **HBS Grading Criteria** (Rubric) to help inform you of the **expectations of the assessment.** * Use CASE (Centre for Academic Skills Enhancement) website **resources**: <http://go.herts.ac.uk/CASE>. **Attend** CASE workshops and drop-ins to develop academic skills to meet HBS expectations (see timetable on CASE website homepage or drop-in to CASE in L064, in the LRC). * Visit the [Academic English for Business Programme Site](https://herts.instructure.com/courses/95956) for tips on developing your academic English and contact [hbsacademic-english@herts.ac.uk](mailto:hbsacademic-english@herts.ac.uk) if you have any questions. * For help with Turnitin, look for the “Check your work (Turnitin Originality Report)” practice assignment in the Assignment section of all of your modules.  For help with understanding plagiarism and how to make changes to your assignment, contact [hbsacademic-english@herts.ac.uk](mailto:hbsacademic-english@herts.ac.uk). * Use the [Online Library](https://www.studynet1.herts.ac.uk/ptl/common/learning_resources.nsf/Learning+Resources?ReadForm) to access quality business information resources:   + [Library Search](https://www.studynet1.herts.ac.uk/ptl/common/learning_resources.nsf/Learning+Resources?ReadForm) will help you find books, journal articles and more.   + Use the [Subject Toolkit for Business](https://www.studynet1.herts.ac.uk/ptl/common/LIS.nsf/lis/business) to access to industry standard databases.   + Use [Library SkillUP](https://herts.instructure.com/courses/61421) for guidance for searching and referencing.   + Get help: [use SkilIUP module chat](https://herts.instructure.com/courses/61421/external_tools/6), visit the [Study Success Hub](https://herts.instructure.com/courses/61421/modules/1491488), or [book an 1:1 with a librarian](https://herts.instructure.com/courses/61421/pages/1-1-ask-a-librarian-online-appointments). |

The relevant HBS Grading Criteria (Rubric) for your assignment should be added as a table immediately below the assignment description. If you are unable to find the Grading Criteria (Rubric), please contact your Module Leader.