

For a full definition of each attribute, read this [guide](#) by the CEAB.

Evaluation

Your final grade will be composed of the following:

Item	Weight
Individual Work	15%
Group Activities	25%
Project Deliverables	30%
Final exam	30%

Course Work

Course Work	Date	Relative Weight	Actual Weight	Category
Assignment 1: Personality Test	Week 2	8.3%	1.25%	Individual Work
Assignment 2: Elevator Pitch	Week 3	16.6%	2.5%	Individual Work
Assignment 3: Case Study	Week 7	33.3%	5%	Individual Work
Quizzes	Several	16.6%	2.5%	Individual Work
Attendance & Participation	Weekly	26.6%	4%	Individual Work
GA 1: Business Conceptualization	Week 3	5%	1.25%	Group Activities
GA 2: Validate BMC	Week 4	5%	1.25%	Group Activities
GA 3: Practice Pitch Deck	Week 6	15%	3.75%	Group Activities
GA 4: Marketing Landscape	Week 8	5%	1.25%	Group Activities
GA 5: Financial snapshot	Week 10	5%	1.25%	Group Activities
GA 6: Final Pitch Deck	Week 12	25%	6.25%	Group Activities
GA 7: Peer Evaluations	Week 14	40%	10%	Group Activities
PD A: Business Modelling	Week 5	5%	5%	Project Deliverables
PD B: Rapid Prototyping	Week 6-11	25%	5%	Project Deliverables
PD C: Marketing Plan	Week 9	25%	10%	Project Deliverables
PD D: Financial & Legal Plan	week 11	25%	5%	Project Deliverables
PD E: Business plan	Week 13	20%	10%	Project Deliverables
Final exam	Week 14	30%		Final exam

Final exam

The final exam is worth 30% of the final grade. More details on the final exam will be shared in week 2.

Attendance Policy

Attendance affects much of the coursework; the personality tests are explained in class, the quizzes are

done in class, and the classroom discussion related to the project all have a significant impact on your grade. You are expected to attend every class. Should you be absent for whichever reason, it is your duty to follow up on what you missed in class.

To meet accreditation requirements, to be admitted to the final examination in a subject, the faculty of engineering requires that a **student must have attended a minimum of 80% of classes** (not have more than three unauthorized or unjustified absences).

Some group decisions for the project must be made in class. If you are absent from a class in which a decision is made, you will have to make arrangements with regards to your vote on those decisions, otherwise you consent to the decision made by your group in your absence.

Special Accommodation

Sickness, travel and other valid excuses should be reported to the professor *before* the class or assignment in question. This also includes religious accommodation (such as special holidays or prayers), physical or mental health issues, physical as well as learning disabilities. For more information on rights and responsibilities of people with disabilities please refer to [this web page](#).

Plagiarism Policy

Academic Integrity means being responsible for the quality of your work, preparing it honestly and respecting the intellectual community you are part of as a student. It is a core value in all scholarly work. Please see [this beautiful booklet](#) that was prepared by uOttawa to explain to you what it means to have Academic Integrity (and examples of what constitutes as plagiarism and what does not).

If a student commits an academic fraud, even if it's done online, then they will be subject to all procedures stipulated in Academic Regulation I-14. Please familiarize yourself with some of the consequences [here](#).