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| **FACULTY OF TECHNOLOGY MANAGEMENT AND TECHNOPRENEURSHIP (FPTT)**  **UNIVERSITI TEKNIKAL MALAYSIA MELAKA (UTeM)** | | |
| **TECHNOLOGY ENTREPRENEURSHIP** | | |
| **BTMW 4012** | **SEMESTER I** | **2022/ 2023** |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **CO** | **PO** | **C** | **P** | **A** | | **2** | **3** |  |  | 4 |  |  |  |  |  | | --- | --- | --- | --- | | **Test** | **Practical Work** | **Business Project Report** | **Business**  **Plan** | |  | 1 |  |  |   **Business Project Portfolio**  **Guideline**  **(30%)** | | |

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| **Instructions:**   1. This is a group project. 2. Each group has to set up a real entrepreneurial business and its structure. 3. In the real entrepreneurial business, each group needs to use social media platform by utilizing Instagram (IG) for marketing purposes. 4. By utilizing Instagram (IG) for marketing purposes, the students need to address the content of:    1. Contents in Instagram (IG)    2. Build awareness of account on Instagram (Followers)    3. Hashtag    4. Attractive picture    5. Create Call To Action (CTA)    6. Frequency of posting 5. Students are required to write a report which consists of the following matters:    1. **Preliminary Materials**       1. Cover page       2. Acknowledgment       3. Table of contents       4. Executive summary    2. **Body of the Report**       1. **Introduction of business**       2. Name and address of the business       3. Organizational chart       4. Mission / vision       5. Descriptions of products/services       6. Price list    3. **Instagram (IG)** 6. Contents in Instagram (IG) 7. Build awareness of account on Instagram (Followers) 8. Hashtag 9. Attractive picture 10. Create Call To Action (CTA) 11. Frequency of posting     1. **Conclusion** 12. The report must be submitted on or before ­­­­**23 DEC 2022, FRIDAY (Week 10) BEFORE 5PM**. Failure to do so will jeopardize the student’s grade for this subject. 13. This report carries **30%** for group marks. Any enquires/ questions/ problems regarding this assignment should be directed to your lecturer either during lecture or via online platform.   ***Disclaimer***  ***1. No fake products are allowed.***  ***2. Students need to close the business at the end of the semester.*** |