**VX423: Intrapreneurship  
Spring 2019**

**Individual Report**

Following are the requirements for your Individual Report.

### Value:

* 30% of your overall course mark

### Due Date & Lodgement:

* submitted by email to Pradeep Ray and Jerry Zhu by April 19.

### Mode:

* To be undertaken individually.

### Report Requirements:

Write a report of no more than 2000 words (not exceeding 8 pages) that:

* Applies the concepts on Intrapreneurship and Corporate Entrepreneurship as discussed in lectures and also during the discussions during student presentations at the last workshop

The main idea of the report will be based on the lectures and workshops in the course as applied in the business of your internship. There is no need to discuss any company confidential information and it will be good to discuss the business of your company in the context of business environment (e.g., competitors, opportunities, development of corporate entrepreneurship processes as discussed in lectures and workshops). You must address any feedback given during your presentation to class on March 30. Your explanation and discussion should be based on an investigation of the company business, products, services and competition with reference to current academic, professional and trade literature.

One must use examples/diagrams to illustrate the points. The report should be presented in a simple language suitable for a business person.

It is expected that in preparing your report you will make appropriate use of the both the academic and practitioner literature.

### Length:

* The maximum word length of the assignment is 2000 words
* Note that coversheet details, tables, the bibliography and any appendices you may care to attach are excluded from the word count.

### Format:

* The report should be in the format of a business report and of a standard suitable to be read by senior management. It must have the name, student id and signature of the student on the cover page. The signature signifies that the report is your work and not copied (in part or full) from somewhere.
* Do not bind the reports, simply staple them in the top left hand corner
* Feel free to make whatever use of tables, figures and diagrams that you believe appropriate.

### Referencing & Bibliography:

* You are expected to make use of the academic and practitioner literature in completing this assignment.
* A bibliography must be included. The bibliography is not included in the word count for your assignment. Your bibliography must reference all websites used in the assignment.
* The bibliography can only include the papers / websites cited in the report.

### Late Lodgement & Extensions:

* Late assignments (without approved extensions) will attract a penalty of 10% of the maximum marks per day of lateness.
* Extensions are only granted in exceptional circumstances and documentation is required where an extension is sought on medical grounds.
* You should note that extensions are not usually granted for computer-related problems or heavy workloads (at either your job or University).
* All applications for extension should be made to Pradeep Ray

### Marking Criteria:

The following criteria will applied to marking the assignment:

* Relevance or irrelevance of the concepts of Intrapreneurship and corporate entrepreneurship (as discussed in lectures) to your company and its business (20%)
* Application of the concepts of Intrapreneurship (as discussed in lectures) to your company in the context of its business, product/service type, competition and business environment (40%)
* Lessons Learned (20%)
* Quality of Presentation(20%)

Marks will be awarded for the quality of the presentation of the report. In judging the quality of the presentation of a report, the marker will consider to extent to which the report:

* + Is free from plagiarism (copying from elsewhere), you may use quotes from well-known sources with references
  + Is written in clear and concise language and is free of grammatical errors, typographical mistakes and unnecessary hyperbole.
  + Follows a logical structure
  + Has consistent formatting that it is easy to follow