University of Westminster

School of Computer Science and Engineering

6BUIS018C – Information Driven Entrepreneurship and Enterprise Assignment Specification 2023

Module leader	Janice Abeykoon		
Unit	CW 1 – Enterprise Portfolio Part 1		
Weighting:	50%		
Qualifying mark	30%		
Description	Identification and initial evaluation of a business opportunity		
Learning Outcomes Covered in this Assignment:	LO1: apply both creativity and reasoning in identifying new opportunities in a world of increasing user generated content, and information and knowledge transfer LO2: critically evaluate the importance and business opportunities supported and offered by enterprise IT solutions LO6: demonstrate a coherent argument and defend a proposition for a new venture.		
Handed Out:	31st January 2023		
Due Date	9 th March 2023, 13:00		
Expected deliverables	one final electronic file containing extracts as specified in the tasks below		
Method of Submission:	online via Blackboard using TURNITIN		
Type of Feedback and Due Date:	Written feedback and marks within 15 working days (3 weeks) after the submission deadline, not later than 31 st March 2023.		
	All marks will remain provisional until formally agreed by an Assessment Board.		

Assessment regulations

Refer to section 4 of the "How you study" guide for undergraduate students for a clarification of how you are assessed, penalties and late submissions, what constitutes plagiarism etc.

Penalty for Late Submission

If you submit your coursework late but within 24 hours or one working day of the specified deadline, 10 marks will be deducted from the final mark, to minimum of the pass mark (40%), as a penalty for late submission,. If you submit your coursework more than 24 hours or more than one working day after the specified deadline you will be given a mark of zero for the work in question unless a claim of Mitigating Circumstances has been submitted and accepted as valid.

It is recognised that on occasion, illness or a personal crisis can mean that you fail to submit a piece of work on time. In such cases you must inform the Fitzrovia Registry Office in writing on a mitigating circumstances form, giving the reason for your late or non-submission. You must provide relevant documentary evidence with the form. This information will be reported to the relevant Assessment Board that will decide whether the mark of zero shall stand. For more detailed information regarding University Assessment Regulations, please refer to

Coursework Description

following

regulations

This coursework is for groups of a **maximum of 5 students**. Submissions by individuals or by smaller groups, unless agreed by the Module Leader, will not be accepted. Group members must work jointly and contribute to all components of the coursework. If it is deemed necessary, your group may be called for a viva to assess the contribution of each member. Those who are not attending the module sessions regularly are likely to be called for viva to assess their contribution. Group members may be awarded different marks based on their individual contribution.

Please note that Question 10 is an individual component and must be answered individually by each group member. This question will also be marked on an individual basis. If a group member does not answer this question (Q10), then it will be interpreted as no contribution to the entire group coursework and will result in an automatic zero mark for the entire assessment for the student (interpreted as "no submission").

No changes to groups will be allowed after Monday 13th February, 2023. Hence if there are any issues, e.g., a member is not contributing, you need to raise them before this date.

It is strongly advised that much of the group activities are recorded in meeting minutes and collaboration notes. You are free to use any tool for this collaboration (e.g. Google docs or Google sheets). This is important as this will show evidence to your tutors and without this credit may not be given to individuals within the group. A single portfolio, which should consist of modelling the exploration of a business opportunity and identifying current issues and debates in the business environment, should be finally produced using any acceptable application providing this can be submitted using TURNITIN (details will be discussed separately). Your work is expected to be of a professional quality. Your work must be presentable and grammatically correct.

You must keep a copy of the work that you submitted.

The task

Select a business segment where you would like to establish an on-line company that is to be supported through cloud computing. Undertake a process of synthesis and evaluation (by addressing the points below) where you justify the feasibility of your idea from both strategic and technical perspectives. Provide a detailed documentation of a portfolio of your development of ideas. This body of evidence must include the following:

1. Explore and identify your business idea - 10 marks

Formulate a feasible business idea to establish an on-line company which must be supported through cloud computing. Explore a number of opportunities that may exist and identify the business you plan to establish, emphasising its possible uniqueness and the ways it will generate revenue. Define your target market during this initial stage and formulate a suitable mission statement for your company. Summarise the results of your search for an idea as <u>a rich picture</u>.

2. Categorise your e-business – 10 marks

Describe your e-business using widely accepted categorisations and business models: define its form of operation (dotcom/dotcorp) and dimensions (pure/partial), categorise it by participants, and define which e-business models describe your idea the best. Justify your answers based on your investigations and the attributes of the models in general. Summarise the results of the categorisation in a table.

3. Competitor Analysis – 10 marks

Analyse your competitors. Compare the websites of at least three major competitors in your business segment. Highlight the similarities and differences and evaluate using criteria such as the structure of their websites, products and/or services on offer, order processing, payment methods, shipping, advantages, disadvantages, website reviews, as well as other criteria you might identify that is relevant to your own business idea. Summarise the results of the comparison *in a table*.

4. Analyse your competitive position using Porter's Five Forces Model - 10 marks

Analyse your competitive position using Porter's Five Forces Model. Identify threats and define strategies which can enable the e-business to counteract these threats. Summarise the results of the Porters Five Forces analysis *in a diagram*. Items identified in your model must be referenced.

5. Carry out Critical Success Factor (CSF) analysis – 10 marks

Carry out CSF analysis in order to formulate an e-commerce strategy. State your business objectives, critical success factors and measures. Define the key features of your e-commerce solution in order to achieve your business objectives. Summarise the results of the CFS analysis *in a table*.

6. Carry out SWOT matrix analysis – 10 marks

Carry out a SWOT matrix analysis and identify your possible strategies. Identify your Strengths, Weaknesses, Opportunities and Threats, and analyse your competitive strategies with the help of a SWOT matrix. Clearly define how these may influence your major business strategies. Summarise the results of the SWOT *in a table*. Items identified in your model must be referenced or well supported.

7. Identify user requirements – 10 marks

Provide a list of clearly defined user requirements for the e-commerce system (at least 15 user requirements) and map these to suitable use cases. *Summarise the results of the requirements* <u>in a table</u>.

8. Create a simplified use case diagram and use case descriptors – 10 marks

Draw a use case diagram showing your functional requirements listed in task 8. Create use case descriptions for two of your use cases with considerable complexity. Summarise the results of the use Case in a diagram and the case descriptors in a template that will be provided separately.

9. Additional strategic analysis or model using any selected technique – 10 marks

Select any strategic modelling technique that was either mentioned during the lectures or you found in related literature. Analyse your business using this selected technique. Justify why this technique is useful for your work. Summarise this tool <u>in a form</u> that you chose best fits the tool.

10. Individual's role in the business – 10 marks

This question must be answered individually and independently by each group member. Please indicate clearly the name with which the individual answer is associated. If a student does not answer this question, then it will be interpreted as no contribution to the entire group coursework and will result in a zero mark for the student for the entire coursework. (In other words: answering this question will clarify who were the active members of the group).

Reflect (in maximum 250 words) on the individual role you would play in the company if the business idea goes ahead. Explain what exactly your role will be in the new company and justify why you are suitable for this role. Analyse the importance of your role for the achieving the strategic goals and objectives of the company (as outlined in the previous questions).

Extra task (does not carry mark)

Prepare a maximum 2 minutes pitch recorded as a video and published on YouTube that explains the unique nature, innovative features and viability of your business idea. The videos will be **watched and evaluated by the external mentors** and the best three videos (business ideas) will be **rewarded with prizes**. The award ceremony will take place during the sponsored networking lunch on Thursday, 23rd March 2023. Please include the link to the video clearly in your submission.

Make sure that your work is consistent throughout and you have the agreement of ALL group members. Higher marks will only be awarded if your answers to different questions show clear and consistent business and design ideas. Your answers to individual questions are highly dependent on each other. Therefore, close cooperation and exchange of ideas within the group are essential. You must keep records of this collaboration and discussions and present this evidence if requested by your tutors.

It is very much advised to discuss your business idea with your tutor in the early stages and get feedback regarding its feasibility and suitability.

Coursework Marking scheme

The Coursework will be marked based on the following marking criteria:

Question	Mark per component	Mark provided	Comments	
1. Business idea Description of business and its uniqueness, ways it will generate revenue, target audience, mission statement, rich picture: 2 marks each – 10 marks in total	10			
2. Categorisation of e-business form of operation: 2 marks, dimensions (pure/partial): 2 marks, categorisation by participants: 2 marks, e-business models: 4 marks, All with proper justification	10			
3. Competitor analysis Compare 3 websites min, at least 5 comparison aspects: 2 marks per aspect – 10 marks in total	10			
4. Porter's Five Forces Model For each of the five forces: Threats: 1 mark each – 5 marks in total, strategies how to counteract threats: 1 mark each, 5 marks in total	10			
5. Critical Success Factor analysis business objectives: 2 marks, critical success factors: 2 marks measures: 2 marks, key features of your e-commerce solution: 2 marks, consistency of the analysis: 2 marks	10			
6. SWOT matrix analysis Strengths, Weaknesses, Opportunities and Threats: 1 mark each, Identifying SO, WO, ST, and WT strategies: 1.5 marks each – 6 marks in total.	10			
7. User requirements at least 15 clearly defined user requirements: 5 marks, mapping to use cases: 5 marks	10			
8. Use case diagram Actors: 1 mark, use-cases: 2 marks, associations: 1 mark, advanced features (include, extend etc.): 2 marks Use case descriptions 2 use cases described: 2 marks each, 10 marks in total	10			
9. Strategic analysis or model based on selected technique Justification for technique selection – 3 marks, Consistent analysis using the selected technique – 7 marks	10			
10. Individual's role in the business Suitability for the role – 5 marks Importance of the role – 5 marks	10			
Name:	10			
Name	10			

Name:	10
Name:	10
Name:	10

Total 100