



# FINAL PROJECT BUSINESS PLAN (EBM692)

## Week 1 Discussion Board (4%)

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### Overview

By completing the Discussion Board questions, you will gain an insight into how to answer questions that potential financiers may ask. Generally, when they start asking detailed and difficult questions they are interested.

- Please visit these websites <http://www.inc.com/karl-and-bill/5-tips-for-surviving-the-shark-tank.html> and <http://www.slideshare.net/mrcoryjim/shark-tank-part-1-no-bite> for ideas on how to answer this week's questions. The Narrated Keynote, 'Business Plan Overview' can also provide information.
- Provide an initial post containing your thoughts regarding the questions by Wednesday at 1159PM EST.
- Create a response post to another student's initial post for this week's discussion board by Sunday at 1159PM EST.

### Project Specifications

Please answer the following questions:

How would you respond to a potential investor who asks these questions:

1. Why should I give you the money? You have no proven track record. I can go out and find someone who has already done this and has proven that they can do it.
2. How do I know you are not going to lose interest?
3. What are you going to do when a competitor sees how successful you are and starts doing exactly the same thing?

(Note: These are questions that I have actually heard investors ask.)

### Deliverable Due

- Enter an initial post by Wednesday at 1159PM EST answering the discussion questions.
- Enter a response post by Sunday at 1159PM EST to at least one of your classmates' initial posts or response posts.
- Initial post must be a minimum of two to four paragraphs and cite at least one source. Please use an in-text citation. An end reference is not necessary.
- Response post must be a minimum of one paragraph. It is not necessary to cite an outside source for the response post if one is not used.
- Follow the guidelines as outlined in the Discussion Board Rubric.



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### Grading Criteria

Each of the following five sections is worth 20% of the total grade.

- Individual Input and Initiative
- Group Participation and Interaction
- Critical Thinking and Analysis
- Sources and Resources
- Presentation and Style

### Grammar, Punctuation and Sentence Construction

One point deduction for each non-repetitive error. For example, one word spelled incorrectly throughout the assignment receives only one point deduction. For non-repetitive errors, these criteria are “uncapped” (i.e. 25 typos = 25 points deducted). Grading under this criteria evaluates whether the error distracts the reader from understanding the material presented.

### Late Policy

Discussion Board Initial Posts are due by no later than Wednesday at 1159pm EST.

A late initial post will result in a deduction of 20 points.

If there is no submission of an initial post at any time during the week, there will be a deduction of 80 points.

Follow-up posts are due by no later than Sunday at 1159pm. A missed follow-up post will result in a 20-point deduction.

Late or missed Discussion Board Posts will also result in a deduction of five GPS points.

### Academic Integrity Policy

Students may not reuse identical or near-identical work that was submitted for a previous course in the EBMS program, or any prior degrees, unless approved, in writing, by the course director. If the student is repeating this current course due to withdrawal, leave, failure or other circumstance, an exception will be granted: he or she may reuse and resubmit previous material created for this particular course so long as the material is updated and revised to include any prior faculty feedback and corrections. An assignment identified as resubmitted work from a different class will receive a grade of “0” as well as a loss of GPS points. A second occurrence will be considered Academic Dishonesty and subject to the penalties outlined in the Student Manual. Please refer to your Student Manual for the complete Full Sail Code of Conduct and Standards of Behavior, including the consequences of academic dishonesty. If you have any questions, please contact your instructor or student advisor.

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## ASSIGNMENT RUBRIC

CRITERIA	SUPERIOR	AVERAGE	BELOW AVERAGE, FAIL
<b>20%</b>	<b>20 - 25 points</b>	<b>19-11 points</b>	<b>10-0 points</b>
<b>Individual Input and Initiative</b>	Contributions enhanced instructor's vision for assignment Inspired rich responses from colleagues.	Response appropriate to subject Generally competent, though little sense of engagement.	Response revealed little understanding of subject Lack of compliance toward discussion goals No energy or enthusiasm conveyed.
<b>20%</b>	<b>20 - 25 points</b>	<b>19-11 points</b>	<b>10-0 points</b>
<b>Group Participation and Interaction</b>	Participation fostered "team spirit" Brought "life" to group Radiated respect for colleagues	Comments not integral to discussion (e.g. "I agree with...") Courteous, though little rapport with colleagues	Off-topic postings Irrelevant or out-of-context responses to colleagues Lack of courtesy and etiquette
<b>20%</b>	<b>20 -25 points</b>	<b>19-11 points</b>	<b>10-0 points</b>
<b>Critical Thinking and Analysis</b>	Insightful and persuasive Fresh, stimulating perspectives Richly detailed and comprehensive	Competent Perspectives well-stated but commonplace Adequately detailed	Responses did not reveal even minimal grasp of concepts Little analysis or demonstration of understanding

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<b>20%</b>	<b>20 - 25 points</b>	<b>19-11 points</b>	<b>10-0 points</b>
<b>Sources and Resources</b>	<p>Readings fully integrated into response, and cited correctly</p> <p>“Outside” sources well-chosen, with serious effort, and fully cited</p>	<p>Readings acknowledged in response, and cited correctly</p> <p>“Outside” sources not utilized correctly, or inappropriate</p>	<p>Readings not integrated whatsoever into responses</p> <p>No “outside” sources</p> <p>No relevant anecdotes</p>
<b>20%</b>	<b>20 - 25 points</b>	<b>19-11 points</b>	<b>10-0 points</b>
<b>Presentation and Style</b>	<p>No errors (spelling, grammar, punctuation, organization, style)</p> <p>Presentation enhanced content</p>	<p>Frequent or major errors</p> <p>Presentation diminished content</p>	<p>Errors abounded to point of distraction</p> <p>Presentation defeated content</p>