

# CM32027 – Entrepreneurship

## Coursework 2: Business Presentation

Dr Bhagyashree Patil, Dr Jo Hyde, and Dr Neil Langmead

<b><u>Set:</u> Monday 02/02/2026 (week 19)</b> <b><u>Due:</u> Moodle Submission - Monday 27/04/2026 (week 31), 8 pm</b> <b>In-Person Presentation – Tuesday 28/04/2026 (week 31)</b>
<b><u>Percentage of overall unit mark:</u> 40%</b>
<b><u>Submission Location:</u></b> Moodle <b><u>Submission Components:</u></b> GitHub link containing all the presentation components (Examples include (but not limited to) - ppt, poster, videos, code, slide deck and any other relevant materials demonstrating the execution of your business to be presented in class) + group contribution form. <b><u>In-Person Presentation Location:</u></b> Check <a href="#">MyTimetable</a> for your group <b><u>Format:</u></b> Dragon Den Style group presentation showing execution of the business using various modalities of your choice.
<b><u>Anonymous Marking:</u></b> No
<b><u>Generative AI Assessment Categorisation:</u></b> Type B [ <a href="#">guidance</a> ]

## 1. Assignment Overview

This coursework builds on Coursework 1 and focuses on the **practical execution and development** of your business venture during Semester 2.

Where Coursework 1 assessed the **planning and feasibility** of your venture through a written business plan, Coursework 2 assesses what you have **actually done** with that plan. You are required to demonstrate how your team has progressed the venture through hands-on entrepreneurial activity, testing, iteration, and engagement with real-world constraints.

You will present the **current state of your venture** in a live, investor-style business presentation, focusing on:

- tangible outputs you have developed;
- evidence gathered through testing or engagement;
- how learning from Semester 2 has shaped your decisions; and
- how you would realistically move the venture forward.

The presentation will be delivered in a **Dragons' Den–style format**, where staff and peers act as potential investors. You will be expected to justify your execution decisions, respond to questions, and articulate your future strategy.

## 2. Learning Outcomes Assessed

This coursework assesses your ability to:

**LO1: Design and develop a product or service** using appropriate tools and methods, and demonstrate how it has been built, tested, or refined through practical work.

**LO2: Develop a strategy for taking your product or service to market**, showing how considerations such as operations, finance, intellectual property, legal, ethical, social, and sustainability issues have informed your decisions.

**LO3: Apply planning, management, teamwork, and communication skills** through sustained group project work and a professional, in-person business presentation.

## 3. Presentation Specifications

### 3.1 Format and Timing

- **Presentation length:** 10 minutes presentation + 5 minutes Q&A
- **Delivery:** In-person, live group presentation
- **Presentation date:** 28/04/2026 (check [MyTimetable](#) for venue and time)
- **Submission deadline:** GitHub link and Group Contribution Form must be submitted on Moodle by **8:00 pm on 27/04/2026**

Note: If a group member cannot attend due to unforeseen circumstances, the Unit Convener must be informed in advance.

## 4. Executing Your Business: What You Should Be Doing

Over Semester 2, your group should take **practical steps** to develop, test, and advance your venture. The exact activities will vary depending on the nature and maturity of your project.

**You are not expected to complete all activities listed below.** Instead, you should select and justify activities that are appropriate and meaningful for your venture at this stage. Where activities were initiated earlier in the unit, you are expected to **extend, deepen, or refine** this work rather than simply repeat it.

### 4.1 Product or Service Development

- Building, refining, or extending a functional prototype, MVP, or service
- Developing technical components (e.g. software features, workflows, hardware builds)
- Producing artefacts that allow users to meaningfully engage with your product or service

## 4.2 Testing and User Engagement

- Conducting user testing, trials, or pilots at appropriate stages
- Gathering and analysing feedback from potential users or customers
- Observing real-world use and identifying limitations or risks
- Iterating your venture based on evidence gathered

## 4.3 Market and Launch Activity

- Testing routes to market (e.g. landing pages, mock campaigns, sign-up forms)
- Developing or refining branding, messaging, or positioning
- Exploring pricing, distribution, or customer acquisition strategies

## 4.4 Legal, Ethical, and Sustainability Considerations

- Identifying relevant legal or regulatory issues (e.g. IP, data protection, compliance)
- Considering ethical implications of your venture and how these are addressed
- Assessing environmental or sustainability impacts
- Making informed operational decisions (e.g. partnerships, resources, delivery models)

## 4.5 Traction and External Engagement

- Engaging with potential customers, partners, or stakeholders
- Exploring funding routes or external support
- Demonstrating early indicators of traction (e.g. pilots, expressions of interest)

## 4.6 Reflection and Forward Planning

- Reflecting on what you have learned through execution
- Identifying key risks, constraints, and uncertainties
- Defining realistic next steps for development, scaling, or commercialisation

Your presentation should clearly explain **what you did, what you learned, and how this shaped your venture.**

# 5. Deliverables

This coursework has **two required components.**

## 5.1 Moodle Submission: Supporting Materials (Evidence)

Each group must submit **one GitHub link** via Moodle containing materials that evidence the execution of the business and support the in-class presentation.

This may include (but is not limited to):

- Slide decks or presentation materials
- Posters or visual artefacts
- Videos (e.g. demonstrations, testing, fieldwork)

- Code, builds, or technical documentation
- Design files, mock-ups, or prototypes
- Marketing or launch materials
- Any other relevant evidence of execution

These materials act as **supporting evidence and appendix** for the live presentation and may be referred to during marking.

A completed **Group Contribution Form** must also be submitted.

## 5.2 In-Class Presentation (Summative Assessment)

Each group will deliver a live, in-person business presentation in a Dragons Den style demonstrating the **execution and current state** of their venture.

The presentation must demonstrate execution using a **combination of presentation modalities**, selected to best communicate your work and to support inclusive participation. These may include:

- Slides or visual frameworks
- Live or recorded demonstrations
- Video or audio materials (e.g. testing clips, field trials)
- Physical artefacts, prototypes, or posters
- Technical walkthroughs or interactive elements

**Note:** All group members must be present at the presentation and must contribute meaningfully. However, contributions do not need to be identical or evenly split in terms of speaking time. Groups should focus on using members' expertise and strengths (e.g. pitching, technical explanation, live demo, visuals). This flexibility is intended to support inclusive assessment and accommodate any Disability Action Plans (DAPs).

The **in-class presentation is the primary assessed component** of this coursework.

## 6. Criteria for Marking/Marking Scheme/Structure

Criterion	Description	Weight	Excellent (70–100)	Very Good (60–69)	Good (50–59)	Weak / Fail (<50)
<b>1. Execution &amp; Tangible Outputs</b>	Extent and quality of practical work undertaken since CW1. Evidence of building, implementing, or delivering the venture.	<b>30%</b>	Clear, substantial execution with high-quality outputs (e.g. functional prototype, service delivery, pilot). Strong evidence of meaningful progress beyond CW1.	Good level of execution with clear outputs. Progress evident, though some elements may be underdeveloped.	Limited execution; outputs exist but are basic or incomplete. Progress beyond CW1 is modest.	Minimal or no tangible execution. Largely conceptual or repeats CW1 content.
<b>2. Testing, Evidence &amp; Iteration</b>	Use of real-world testing, user engagement, feedback, and iteration based on evidence, including appropriate checking of sources and clear declaration of any generative AI use where relevant.	<b>20%</b>	Extensive testing with appropriate methods. Clear evidence of learning and iteration informed by feedback. Claims and assumptions are well-supported, with transparent declaration of any GenAI use.	Testing undertaken with relevant feedback. Some iteration evident. Sources are generally appropriate and GenAI use is stated.	Limited testing or feedback. Iteration is minimal or weakly justified.	Little or no testing. No meaningful use of evidence or iteration.
<b>3. Application of Semester 2 Concepts</b>	Integration of legal, ethical, sustainability, or international considerations into execution and decision-making.	<b>15%</b>	Sophisticated and well-integrated consideration of multiple Semester 2 issues, clearly shaping venture decisions.	Relevant Semester 2 issues identified and applied appropriately.	Some acknowledgement of Semester 2 issues, but limited depth or application.	Little or no engagement with Semester 2 material.
<b>4. Reflection &amp; Forward Strategy</b>	Critical reflection on learning, risks, constraints, and realistic next steps for scaling or commercialisation.	<b>15%</b>	Insightful reflection showing strong entrepreneurial learning. Clear, realistic, and well-justified future strategy.	Good reflection with logical next steps and awareness of risks.	Basic reflection; future plans are vague or insufficiently justified.	Little reflection or unrealistic future planning.
<b>5. Communication &amp; Presentation Quality</b>	Clarity, structure, professionalism, and effective use of multiple modalities in the live presentation and Q&A.	<b>15%</b>	Highly engaging, professional presentation. Modalities used effectively. Excellent handling of Q&A.	Clear and professional presentation. Modalities used appropriately. Q&A handled well.	Presentation is understandable but uneven. Limited or ineffective use of modalities.	Poorly structured or unclear presentation. Weak communication and Q&A.
<b>6. Group Contribution &amp; Collaboration</b>	Evidence of equitable contribution and effective teamwork.	<b>5%</b>	Clear evidence of balanced contribution and collaboration.	Minor imbalance but overall effective teamwork.	Uneven contribution across group members.	Serious imbalance or lack of contribution.

## 7. Feedback and Getting Help

**Formative feedback** on your work will be offered throughout the duration of the coursework:

- During your labs/tutorials, the tutors will be available to answer questions and offer guidance. Please note that tutors will not be able to make decisions on your behalf regarding your assignment. They are there to discuss your ideas and offer advice.
- Use Moodle forums to post general questions or questions specific to your assignment. The unit teaching team will respond to these, as well as your peers. This way, we will create a repository of knowledge that will be available to all.

You will receive **summative feedback** on your work within 3 semester weeks of the submission deadline. The feedback will discuss your performance based on the criteria for marking, including what you did well and how specific components/sections could have been improved.

## 8. Academic Integrity

Your work will be checked to ensure that you have not plagiarised. For more information about the plagiarism policy at the University, see: <https://library.bath.ac.uk/referencing/plagiarism>

Remember that the published work that you refer to in your report should be clearly referenced in your text and listed in a bibliography section given at the end of your report. For more information, see: <https://library.bath.ac.uk/referencing/new-to-referencing>

Any code submitted will also be checked.

This is a [Type B](#) coursework: you may use Generative AI (GenAI) tools when completing this assessment but you must state which tools were used, and where and how they were used. For more information on ethical use of AI see: <https://blogs.bath.ac.uk/academic-and-employability-skills/2025/04/24/student-guidance-on-the-ethical-and-legal-use-of-genai/>

## 9. Extensions

**Requests for extensions should be made to the Director of Studies.** Lecturer and tutors cannot approve extensions.

Please make sure you are familiar with the department's coursework deadline extension policy. It is your responsibility to check that correctly submit your work. Once you have submitted to Moodle you should download your submission and check it.

## **10. FAQs**

### **10.1 What does “Dragons’ Den–style” mean in this assignment?**

A Dragons’ Den–style format means that your presentation is delivered as an investor-facing pitch. Staff and peers will act as potential investors who are interested in understanding:

- what you have built or implemented,
- what evidence you have gathered,
- what you have learned through execution, and
- what your next steps would be if the venture were to continue.

This is a simulation designed to reflect how entrepreneurs present real ventures to investors or stakeholders.

### **10.2 Do we have to ask for investment or name an amount?**

No. You may outline what kind of support or investment your venture would require in the future and how it would be used, but this is not required. Marks are not dependent on whether you request a specific investment amount or whether the venture appears “investable” in a commercial sense.

### **10.3 How do we submit the GitHub link?**

You may either:

- paste the GitHub link directly into the Moodle submission text box, or
- upload a short PDF or Word document that clearly contains the GitHub link.

Both methods are acceptable. The key requirement is that the GitHub link is clearly accessible.

### **10.4 Do we submit the Group Contribution Form (GCF) with the GitHub materials?**

Yes. The Group Contribution Form must be submitted separately alongside the GitHub link on Moodle. Please ensure that your group name and/or group number is clearly stated on the form.

### **10.5 Does it matter what we name our files in GitHub?**

No. There are no specific file-naming requirements. You are free to name files and folders in a way that makes sense for your project, as long as the materials are clearly organised and accessible to the markers.

### **10.6 Do we have to use slides for the presentation?**

No. Slides are not mandatory. Groups are encouraged to use presentation formats that best suit the nature of their venture and the strengths of group members. You must submit at least one file which may include demonstrations, videos, physical artefacts, posters, audio, or interactive elements, alongside or instead of slides.

### **10.7 Why are multiple presentation modalities allowed?**

Multiple modalities are intentionally permitted to support inclusive assessment and to accommodate different communication strengths within a group. This also allows for reasonable adjustments in line with Disability Action Plans (DAPs). Using different modalities enables groups to present their work in ways that best reflect both the project and individual capabilities.

### **10.8 Will peer feedback affect our final mark?**

No. Peer feedback during the Dragons' Den-style session is formative only. Final marks are awarded by the unit teaching team.