



FACULTY OF COMPUTING & INFORMATICS
FAKULTI KOMPUTERAN DAN INFORMATIK



KT44302 TECHNOPRENEURSHIP
SEM I 2022/2023

INDIVIDUAL ASSIGNMENT (15%)
ENTREPRENEUR CASE STUDY ANALYSIS

Briefing Week 5, Due Week 8

Entrepreneurship is a type of business where an individual captures a market problem or an opportunity and offer a solution to the problem by producing a specific product or service. In today's business, it can also be an innovative idea, a service that can bring ease in consumers' buying journey, bring a social change, or anything. The objective of an entrepreneurship firm is to make profits.

In this individual assignment, choose one **entrepreneur of your choice (local or global)** and prepare a report based on the following requirements:

- a. Background
 - Trace the origins of the chosen entrepreneur from various sources (i.e., movie, documentary, financial magazines, book, etc.)
 - Set the scene: background information and important relevant facts about the entrepreneur's enterprise
 - Demonstrate that you have well-researched the entrepreneur in this case study.
- b. Explore
 - The *background* of the entrepreneur,
 - The *source of idea* for the existence of the enterprise,
 - The *nature of the opportunity/opportunities* that the enterprise exploited,
 - The *key resources* the entrepreneur used to start and then grow the business,
 - The *challenges* faced along the way.
- c. Evaluate the business strategy approach undertaken by the entrepreneur
 - Discuss what is working and what is not working.
 - State why these strategies of the entrepreneur are or are not working well.
- d. Reflection: What do you learn from the entrepreneur in entrepreneurship or in personal life?

Task 1 (10%) : Report

Task 2 (5%) : Short video recording presentation

INDIVIDUAL ASSIGNMENT'S ASSESSMENT RUBRIC

Criteria	Poor 0-3	Accomplished 4-7	Exemplary 8-10
TASK 1 (10%)			
Task 1a Weight: 10%	Poor introduction of entrepreneur and enterprise.	Averagely introduce the entrepreneur and enterprise.	Thoroughly introduce the entrepreneur and enterprise.
Task 1b Weight: 50%	Poorly describe the <i>background</i> of the entrepreneur, <i>source of idea</i> and <i>nature of the opportunity</i> of the enterprise, <i>key resources</i> the entrepreneur used to start and grow the business and <i>challenges</i> faced by the entrepreneur.	Moderately describe the <i>background</i> of the entrepreneur, <i>source of idea</i> and <i>nature of the opportunity</i> of the enterprise, <i>key resources</i> the entrepreneur used to start and grow the business and <i>challenges</i> faced by the entrepreneur.	Very good description and analysis of the entrepreneur <i>background</i> , <i>source of idea</i> and <i>nature of the opportunity</i> of the enterprise, <i>key resources</i> the entrepreneur used to start and grow the business and <i>challenges</i> faced by the entrepreneur.
Task 1c Weight: 30%	Poor evaluation of the business strategy undertaken by the entrepreneur.	Average evaluation of the business strategy undertaken by the entrepreneur.	Critical and thorough evaluation of the business strategy undertaken by the entrepreneur.
Task 1d Weight: 10%	Not able to identify and express self and entrepreneurial reflection.	Able to moderately identify and express self and entrepreneurial reflection.	Very good written self and entrepreneurial reflection.
TASK 2 (5%)	Poorly prepared video presentation.	Averagely prepared video presentation	Creative and informative video presentation.