

Assignment Brief

Module Name	New Enterprise Development
Module Code	BUSN6120
Assignment Title	Group Report
Type of Assignment/Weighting	Group/30%
Word Count/Time allocation (for presentations)	1,500 words (with an allowance of 10% deviation over the word count)
Issue Date	20/09/2024
Submission Date	December 11, 2024, at noon (12 PM)
Date of Feedback to Students	January 20, 2025
Where feedback can be found	Moodle

Assignment Task

As an angel investor evaluating potential start-ups, your task is to assess the business pitch of **Protein Pints**, presented at the 2024 Rice Business Plan Competition (see video link below; relevant section: 5:30 to 32:30). In your evaluation, focus on key factors such as:

- Business Idea: Assess the problem, proposed solution, and the viability and market potential of their product.
- Business Model
- Founding Team.
- Financial Projections

Based on your evaluation of these factors, determine whether Protein Pints offers a promising investment opportunity and provide a clear, well-supported rationale for your decision.

PROTEIN PINTS

Word limit

1,500 words (10% allowance). The word count will include everything in the body of the text, such as quotations, citations, footnotes, and subheadings. It does not include the coursework title, bibliography, references, appendices, or other supplementary material that is not an essential part of the text. There is an allowance of a 10% deviation over the word count. (Academic Regulations)

Group composition

The module convener will allocate students into groups. Your group allocation information will be published on Moodle at the end of week 11 when the student numbers are finalized, as students will be dropping/adding modules for the first few weeks. Group member changes are not allowed.

Format

1. Group report should use the Report structure indicated in the Brief. See the detailed explanation provided on pg. 2-3 in this document.
2. Group report must be submitted in Microsoft Word format. Do not submit PDF documents.
3. Group report should be typed (12-point Times New Roman font).
4. Group report should be single-spaced and left justified. Instead of using indentations to show new paragraphs, skip a line between paragraphs
5. Group report should have page numbers.
6. Group report must use the Harvard Referencing Style. Information on the Harvard Referencing Style can be found here

Marking criteria

Detailed marking criteria are provided on pg. 5-6 of this document.

Submission instructions

Groups are required to submit ONE copy of their group report electronically on Moodle. Make sure to include the seminar group, group number, word count, and names of all group members.

Group work issues

If you are experiencing difficulty with members of your group not participating or communicating, you should contact your seminar leader and copy the module convener into the email ***as soon as possible***, and we will follow up with non-participating members.

Evidence of non-participation in preparations will be required, for example, non-attendance at meetings or non-completion of allocated work. In this regard, all groups are encouraged to keep a log of planned meetings, tasks, and deadlines.

If a group member is deemed not to have fully participated in the preparations for the group report, they can be awarded a lower mark than other group members or a mark of zero if there is evidence of chronic non-participation. The decision of the module convenor regarding any group work marks is final and cannot be challenged.

Students are advised to review KBS's Group Work Guidelines for Students (available on Moodle) in order to ensure that they are complying in a manner consistent with the expectations of the professional environment of the University.

Report Structure**1. Introduction**

This paragraph provides a clear assessment of whether Protein Pints is a sound investment opportunity, supported by your evaluation and a brief rationale. It provides the reader with an immediate understanding of the report's key findings.

2. Business idea

Evaluate the business idea by carefully assessing the identified problem and the proposed solution. Use information from lectures and textbooks to support your analysis.

3. Market

Evaluate the market potential in this section. Consider the points discussed in the lecture and textbooks.

4. Business Model

Examine the strategy for generating revenue and ensuring sustainability.

5. Team

Evaluate the team in this section. Consider the points discussed in the lecture and textbooks.

6. Financial Forecasting

Review the financial forecasts to determine the potential for growth and profitability.

7. References

List the references alphabetically here using the Harvard Reference Style. [Click here](#)

Attachments

Do not attach anything else to the report. Everything should be included in the main text and counted towards the word count.

Useful resources

There are no assignment-specific reading lists. The resources recommended here should not be treated as an exhaustive list. This list is to provide a starting point for your report.

- Greene, F. J. (2020). Entrepreneurship Theory and Practice.
- Osterwalder, A. and Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers
- Kaplan, S. N., Sensoy, B.A. and Strömberg, P. (2009) Should investors bet on the jockey or the horse? Evidence from the evolution of firms from early business plans to public companies. Journal of Finance, 64(1)
- Euromonitor Passport business intelligence on countries, companies, markets, and consumers: [Click Here](#)
- IBIS World Industry Research reports: [Click Here](#)
- MarketLine Advantage up-to-date reports of company, industry, financial, and country data [Marketline](#)

- Consumer market studies -[Intel](#)
- [Statista](#)

General tips and recommendations

1. Be sure that your report has a correct Report Structure explained on pages 2 -3 of this document and correctly cite material in the Harvard style
2. Work closely with the marking criteria listed below. Think about how you are demonstrating each of the things that the examiner will be looking for.
3. Start working on the report early. Do not wait until the last minute to work on your report. It will take time to evaluate business plans and find supporting references.
4. Think about what makes your report distinctive. Marking is not done on a comparative basis, but it is still worth thinking about what analysis, research, or insight makes your work unique or noteworthy. Earn your First.
5. Make sure to take note of the deadline and submit in good time. It is important that you know that Turnitin will not allow late submissions (see the Module Guide for further instructions on late submission) and that “technological problems” are not a valid reason for submitting late.

Report FAQs

Can I go over the word count?

10% maximum leeway is allowed. After this, proportionate penalties are applied to be fair to all students. Students should do their best to stick to the 1,500-word limit. The Module Convenor’s judgment is final.

How much reading/research should I do?

Your research should ensure that you have full knowledge of the lecture materials, the seminar reading materials, and the seminar discussions that have taken place during the term. You should also carry out additional reading/research to enable you to provide supporting evidence to justify any arguments that you make. In sum, you should do as much reading as necessary in order for you to write your report coherently and confidently.

Can I send the Module Convenor or Seminar Leader a draft of my report?

Due to the size of the course, it is simply not practical to do this for everyone, and it would not be fair to do it for some students and not all. Students wishing to ask questions or talk over any issues that they are having trouble understanding are welcome to make a virtual appointment with the Module Convenor.

KBS UNDERGRADUATE CATEGORICAL MARKING CRITERIA

CLASS	MARK	READING & KNOWLEDGE	UNDERSTANDING, ANALYSIS AND ARGUMENT	ORGANISATION AND PRESENTATION
HIGH FIRST 85+ <i>'Exceptional'</i>	100 95 85 82	Very extensive reading and exceptionally comprehensive knowledge which indicates a high level of independent background research.	Very full and perceptive awareness of subject matter, with original critical and analytical assessment of the issues and excellent grasp of their wider significance. Combines a comprehensive understanding of theoretical issues and empirical application. Clear evidence of a high level of originality and independent thought along with an ability to defend a position logically and convincingly with arguments presented that are sophisticated and challenging.	Very well-structured piece of work demonstrated by an excellent arrangement & development of material & argument. Excellent English and meticulous presentation, immaculate referencing and extensive bibliography/list of references. Observes the word limit.
FIRST <i>'Excellent'</i>	78 75 72	Wide reading and comprehensive knowledge of the subject matter which goes beyond the course material and lectures.	Full and perceptive awareness of issues, demonstrating an appreciation of all major points and a clear grasp of their wider significance. Clear evidence of independent thought, ability to defend a position logically and convincingly. At the higher end, can make linkages between theoretical issues and empirical application and also demonstrates some originality and flair.	Well-structured piece of work with very careful thought given to arrangement and development of material and argument. Excellent English with appropriate referencing and comprehensive bibliography/list of references. Observes the word limit.
UPPER SECOND <i>'Very Good'</i>	68 65 62	Very good range of reading and good knowledge which comprehensively covers course material and may go beyond this.	A comprehensive argument demonstrating a sound awareness of issues and a serious understanding of their wider significance. Evidence of careful thought with a well- developed argument. Use of theories, concepts and research findings which are largely precise although there may be factual errors or inaccuracies.	Well-organised answer with a clear structure which facilitates the development of material and argument. Very good English with appropriate referencing and bibliography. Observes the word limit.

<p>LOWER SECOND</p> <p><i>'Good'</i></p>	<p>58 55 52</p>	<p>Fair range of reading and reasonable knowledge of course material</p>	<p>Work is a satisfactory response to the question. It demonstrates some grasp of theory and its relation to empirical data but less awareness of issues and their wider significance. It is largely accurate but may contain more than minor errors such as incorrect facts or errors of omission. There may be some attempt at serious argument but this is not fully developed. The work may appear correct but lacks originality and clarity of thought for an above average grade.</p>	<p>Good effort to organise the material and argument. Adequate English with reasonable referencing and bibliography. Adequate observation of the word limit.</p>
<p>THIRD</p> <p><i>'Satisfactory'</i></p>	<p>48 45 42</p>	<p>Some reading but with incomplete knowledge of course material.</p>	<p>Awareness of issues and of their wider significance but at a basic level. Largely descriptive with some errors and omissions. Limited argument.</p>	<p>Structure of the work is weak and there is a limited effort to organise material and argument. Satisfactory English but may contain some errors. Limited referencing and bibliography. May not observe the word limit.</p>
<p>FAIL</p> <p><i>'Limited'</i></p>	<p>38 35 32</p>	<p>Limited reading with evident gaps in knowledge. Lack of familiarity with course material is evident.</p>	<p>Limited awareness of issues and of their wider significance and contains a small amount of acceptable and relevant information. Clearly deficient answer which contains substantial errors, omissions or irrelevancies.</p>	<p>Structure is largely absent indicating very little effort put into organising material. Significant errors in English and poor referencing and bibliography. Does not observe the word limit.</p>
<p>LOW FAIL <30</p> <p><i>'Very Limited'</i></p>	<p>25 20 10 0</p>	<p>Very limited level of reading and failure to demonstrate competent knowledge. Knowledge of course material is absent.</p>	<p>Lacks familiarity with the subject, demonstrating very poor awareness of issues and of their wider significance. Competent understanding is absent and assignment is characterised by confusion.</p>	<p>Assignment lacks structure and there is a clear absence of organisation of material. Substantial errors in English, poor or absent referencing, word limit ignored.</p>

Avoiding plagiarism

What is plagiarism?

Plagiarism is a form of academic misconduct. Plagiarism may be committed in a number of ways, including:

- Copying another person's work or ideas. This includes copying from other students and from published or unpublished material such as books, internet sources, paper mills, computer code, designs, or similar
- Submitting previously submitted or assessed work of your own without attribution
- Submitting work solicited from (or written by) others
- Failing to adequately reference your sources

Plagiarism and duplication of material, as defined below, are cited in the regulations as examples of breaches of General Regulation V.3:

- **Plagiarism:** Reproducing in any work submitted for assessment or review (for example, examination answers, essays, project reports, dissertations or theses) any material derived from work authored by another without clearly acknowledging the source
- **Duplication of material:** Reproducing in any submitted work any substantial amount of material used by that student in other work for assessment, either at this University or elsewhere, without acknowledging that such work has been so submitted

What are the penalties for plagiarism and duplication of material?

The penalties can be severe. They include marks of zero for individual coursework and de-registration from university for serious or repeat offenses. Additionally, offenses may be noted in your student record.

For more information on plagiarism (and referencing) please see the KBS Student Handbook and the university policy on academic discipline (Annex 10 of the Credit Framework), which can be found at:

<https://www.kent.ac.uk/education/regulatory-framework/credit-framework>

Therefore, it is vital that you ensure all assignments are your own work and follow good academic practice, including the correct academic referencing.

Advice on avoiding plagiarism and the University's guide to academic integrity, plagiarism, and Turnitin, the plagiarism detection software used by the University, can be found at:

<https://student.kent.ac.uk/studies/academic-integrity>