

**FACULTY OF BUSINESS AND LAW**

**aCADEMIC YEAR 2020/21**

**Coursework Assessment Brief**

**Module Code: UMCDMT-15-1**

**Module Title: Enterprise & Entrepreneurship**

**Submission Deadline: 24th April 2023** (eligible for a 5 calendar day late submission window)

**Assessment Component: B**

**Assessment Weighting: 50% per cent of total module mark**

**Marking and feedback –** 20 working days following late submission window

N.B. all times are 24-hour clock, current local time (at time of submission) in the UK

# Assessment Instructions

This assessment is an individual reflective portfolio made up of 5 tasks. Each task will relate to the learning from the module. Please see below the 5 tasks we are asking you to consider for the portfolio. Some of the elements for the portfolio will be carried out in your face to face tutor led seminars during the semester (attendance is important).

**Portfolio item 1: Becoming entrepreneurial (300 words)**

* Describe – Start by briefly describing what you think becoming entrepreneurial means?
* Analyze - “what?” we have learnt so far, make notes on 2 skills you hope to learn and practice by the end of the module.
* Connect – “why?” do you think entrepreneurship is important for your learning going forward.

**Portfolio item 2: Empathy mapping (300 words)**

Empathy experiences are important because they help us get beyond our assumptions by putting ourselves in the shoes of the people we're seeking to (co)create value with.

The design aspect of the project asks you to think about adding value / improving a pair of trainers for a particular group. In order to have a meaningful impact on your co-creators you need to gain deep understanding of the problems with the current range and those it affects.

* From the workshop activity, add an image of your annotated empathy maps
* From participating in this activity, what did you learn?
* Write a paragraph reflecting on any insights you’ve had

**Portfolio item 3: Design Thinking - Communicating (300 words)**

Designers use storytelling to get insight into users, build empathy and reach them emotionally. Designers create personas to represent target users and add conflict to stories that reflect their user journeys and problems. Crafting stories, designers can better understand what users want from a solution. (Remember Tinker Hatfield & Michael Jordan)?

* What is the story behind your group project?
* How did it help you to refine your solution?
* How could it help with the marketing of your new trainer?

**Portfolio item 4: What if? Looking at things differently (300 words)**

Creativity is a core transferable skill and is the foundation of being enterprising. Creative ideas can arise when we look at things differently:

Pick one of the below ‘what if’ questions:

* What if we all had to find a new way to travel long distances?
* What if we all had to find a new way to communicate?
* What if animals could talk?

What would this mean for everyone and how this would affect the world around us?

(For example: What if we all had a pair of wings? if everyone had a pair of wings there would be less pollution from cars and planes, we would all save money on travel, we could fly to places we’ve always wanted to go, we could all design how our wings would look like etc).

**Portfolio item 5: Enterprising skills & Employability (300 words)**

Even if you don’t want to start your own business in the future, the benefits of creativity and being enterprising are far reaching and can help within education, in the workplace and personally. Think about your degree programme and the kind of Business / Marketing / Events roles you would work in.

* How can creative thinking be useful in these roles?

# Marking Criteria

The following criteria will be used in evaluating this assessment:

* The portfolio is 50% of the module mark and there are 20 marks available for each of the sections (1-5).

**Marking Grid for Portfolio UMCDMT-15-1**

**Portfolio marked by:**

|  |
| --- |
| Student number: |

|  |  |  |  |
| --- | --- | --- | --- |
| **Topic** | **20 MARKS AVAILIABLE**  **FOR EACH SECTION** |  | **Mark** |
| (20%) Becoming entrepreneurial | Choose an item. | Choose an item. |  |
| (20%) Empathy mapping | Choose an item. | Choose an item. |  |
| (20%) : Design Thinking - Storytelling | Choose an item. | Choose an item. |  |
| (20%) What if? Looking at things differently | Choose an item. | Choose an item. |  |
| (20%) Enterprising skills & Employability | Choose an item. | Choose an item. |  |
| **Total Ref Portfolio Mark:** |  |  |  |
|  | **Areas of Improvement:** | | |

# Formative feedback and support during the module

Formative feedback provides opportunities to reflect on your ongoing work and preparation for your assignment. Complete this section to highlight formative feedback opportunities specific to this assignment and embedded in this module.

**Further information about this assessment is available on the Blackboard site for this module and includes:**

# Formatting

Please submit your portfolio as a word document.

The first page of your coursework must include:

* Your student number
* The module name and number
* Your word count

# Word Limit

The maximum word limit for this coursework is **1500 words.**

* There is no +/- 10% on word count and anything after the maximum word count will not be marked, in line with UWE Bristol’s [Word Count Policy](https://www2.uwe.ac.uk/services/Marketing/students/Student%20advice/Word_count_policy_2012.pdf).
* In line with UWE policy, this word count includes everything in the main body of the text (including headings, tables, citations, quotes, lists, etc.).
* The references, bibliography and footnotes (provided footnotes only include references) are **NOT** included in this word count.

# Referencing and Assessment Offences

Please ensure you reference all sources used when developing your assessment, using the [UWE Harvard](https://www.uwe.ac.uk/study/study-support/study-skills/referencing/uwe-bristol-harvard) Failure to properly reference your work to original source material can be grounds for the assessment offence of plagiarism and may result in failure of the assessment or more serious implications. Further guidance on correct referencing is available on [UWE’s Study Skills referencing pages](https://www.uwe.ac.uk/study/study-support/study-skills/referencing).

[UWE’s Assessment Offences Policy](https://www.uwe.ac.uk/study/academic-information/assessments/assessment-offences) outlines potential offences and it is your responsibility to understand this policy and avoid potential offences. Details of what constitutes plagiarism and how to avoid it can be found on UWE’s Study Skills [pages about avoiding plagiarism](https://www.uwe.ac.uk/study/study-support/study-skills/reading-and-writing/plagiarism).

Text-matching software (e.g. SafeAssign) is used to check every submission against other submissions made at the same time, previous submissions to UWE and other universities, and internet sources. We may also manually search for matches. **When submitting your work, you will be required to confirm that the work is your own**.

It is an assessment offence to:

* copy work from any source, including your own previous assessments, and present it as your own work for this assessment, or to provide your own work to others
* to work with others on the assessment in any way, or for anyone to make amends on your work (including proof-readers, who may highlight issues but not edit the work)
* change individual words but keep, essentially, the same sentences and/or structures from other sources: this will be detected by text-matching software. Please write in your own words and style to convey your own learning.

# Instructions for submission

You must submit your assignment *before* the stated deadline by **electronic submission through Blackboard** Notification that the electronic submission portal is open for your assignment is displayed (usually two weeks before the submission date) in the Coursework tab in myUWE, the Coursework tab in Blackboard and via an announcement in the Blackboard course.

Please allow sufficient time to upload your assignment, as the system becomes busier and slower as the deadline approaches. Only your final upload will be counted. Ensure all your information is submitted at one attempt to avoid overwriting your intended submission. Always check and retain your receipts.

For full guidance on online submission through Blackboard, see [UWE’s Academic Advice pages on Assignments](http://info.uwe.ac.uk/online/Blackboard/students/guides/assignments/default.asp).

Submissions of coursework by any other method (including a paper copy, on disk or by email) are **NOT** permissible for this module unless specifically agreed in advance of the submission date.

# Before submitting your work, please ensure that:

* You have proof-read you work thoroughly to ensure your work is presented appropriately
* You have addressed all the required elements of the assessment
* You have referenced in accordance with the guidance provided
* You have addressed each of the marking criterion
* The submission is in the correct format

This assessment has a three day grace period in which students can submit their work without penalty. While students are expected to plan their work so that they are not impacted by minor illness or delay, if you experiencedifficulties which affect your ability to submit your work at the published deadline the University allows a three day grace period in which you can submit your work without penalty for this type of assessment. Please note that the submission deadline at the conclusion of the three day grace period is absolute and based on UWE server time, therefore you are strongly advised to submit work well ahead of the deadline dates to avoid your work not being accepted for marking. For full information please see; [Assessment support options - Academic information | UWE Bristol](https://www.uwe.ac.uk/study/academic-information/personal-circumstances)

# Final feedback and marks release

Students will normally receive marks and feedback on their submission within 20 *working* days of the submission deadline (not including public holidays or university closure days). Any delay in returning students’ work will be communicated by the module leader via Blackboard.

Feedback on this module is not limited to the written comments you will receive on individual written assessment submissions.

# Further guidance and support

There are a number of sources of support to improve your study skills, including:

* The [UWE Library Study Skills pages](https://www.uwe.ac.uk/study/study-support/study-skills) – for online support and bookable workshops
* The Faculty of Business and Law’s [Academic Success Centre](https://www.uwe.ac.uk/study/study-support/faculty-study-support) for bookable workshops
* [Guidance on using UWE’s Library.](https://www.uwe.ac.uk/study/library/using-the-library)

Specific study skills pages relating to *this* module include:

* [How to plan and structure your writing](https://academicskills.uwe.ac.uk/general/workbooks/how-to-plan-and-structure-your-writing)
* [Writing skills](https://www.uwe.ac.uk/study/study-support/study-skills/reading-and-writing)
* [Reflective writing](http://academicskills.uwe.ac.uk/general/workbooks/reflective-writing)
* [How to write critically](https://academicskills.uwe.ac.uk/general/workbooks/how-to-write-critically)
* [English language support](https://www.uwe.ac.uk/study/study-support/english-language)

For further guidance on UWE assessment regulations and terminology see [UWE’s Academic Advice pages](https://www.uwe.ac.uk/study/academic-information/assessments).

# Personal Circumstances

If you are experiencing difficulties in completing a piece of assessment on time due to unexpected circumstances (for example illness, accident, bereavement), seek advice from a Student Support Adviser at the earliest opportunity. Appointments can be made via an Information Point or online [via the Student Support Pages](https://www.uwe.ac.uk/study/study-support/student-support-advisers).

Student Support Advisers can advise as to whether you should submit an application for ‘Personal Circumstances (PCs)’, how to do so and what evidence is required to support the application. Further details on PCs can be found on the [Student Support Pages](https://www.uwe.ac.uk/study/academic-information/personal-circumstances).

The module leader **cannot** grant personal circumstances or extensions.