

BUSM 1311: The Entrepreneurial Process
Semester 1 2020
Entrepreneurial Process Analysis (Individual)
Information Sheet and Marking Criteria

You will need to submit a **soft copy** of your report to the Canvas Assignment Link by **no later than 11:59 pm on Wednesday, 27 May 2020.**

Purpose: The purpose of the entrepreneurial process analysis is to enable students to develop:

1. Research skills, data interpreting and critical thinking skills
2. Analytical skills, using various tools, techniques and theories.
3. Time management skills, dealing with individual preparation and peer group consultation.
4. Interpersonal or social skills, and practicing the art of listening, interpreting and integrating theoretical frameworks with findings.
5. Written communication skills, involving effective note taking, developing key themes and writing research reports.

This assessment task will address the following **learning outcomes**:

- Core concepts underpinning entrepreneurship to support continuous personal and professional development
- Knowledge of start-up creation and entrepreneurial process in diverse contexts
- Knowledge of ethical and sustainable business practices in new venture initiatives
- Entrepreneurial skills and characteristics
- Ability to review, critically analyse, consolidate and synthesise research data to evaluate viability of a business opportunity

Assignment Details

For this assessment task you must interview an entrepreneur (male or female) who has started a business (for-profit business/social enterprise/green enterprise) and submit three items (requirements of each below): (1) Report, (2) Graphic Essay (Flowchart, Mindmap or Infographic) and (3) Supporting Evidence.

Overall marks: 40

(1) Report (20 Marks including report structure):

In a maximum of 2000 word report you must introduce the entrepreneur (and their business) providing how they (and their business) are an example of the theory/concepts you have learned in class. In the conclusion reflect on the entrepreneur's own journey and suggest how you would have done things differently.

Specifically, you should show:

- How the entrepreneur demonstrates the entrepreneurial mindset and the ethical dilemmas the entrepreneur faced
- Pathway/Venturing Process that he/she took to start the business

- How their business is innovative and helped the entrepreneur to be successful and why. If you do not think their business is innovative, then you need to provide reasons why you think so.
- What opportunities did the entrepreneur perceive and exploit to develop their business in relation to the forces in the competitive environment.
- Funding sources they obtained.
- What would you have done differently in setting up the business and why?

(2) Graphic Essay (Flowchart, Mindmap or Infographic) (15 Marks)

Your “Graphic Essay” should support your Statement using photos, graphics, quotes from your interview and citations from your secondary research, in support of your report if you did not write all important information in that part.

(3) Supporting Evidence (5 Marks)

Your supporting evidence should include at the very least:

- Interview questions and interview transcript in English
- Entrepreneur’s Business Card
- Photos of yourself and the entrepreneur and the location/layout of the business
- References (at least 10 academic references)
- Any other items you choose to include

Tip: You should use the Mindmap or Flowchart as a way to brainstorm your ideas and then either (1) add your supporting evidence to the mindmap or Flowchart or (2) develop the mindmap or Flowchart further into an infographic.

Support Resources

Please study these resources to develop your Graphic Essay:

View mindmap tutorial Video [How to Mind Map \(Links to an external site.\)](#)[Links to an external site.](#)(External Link)

View mindmap tutorial [How to Mind Map in Three Small Steps \(Links to an external site.\)](#)[Links to an external site.](#) (External Link)

View the journal [7 Tips for Creating Successful Info graphics \(Links to an external site.\)](#)[Links to an external site.](#)

View the journal [Learning Infographic Design \(Links to an external site.\)](#)[Links to an external site.](#) (Internal Link)

Submission Instructions

Step 1: Create one file for the report, graphic essay and supporting evidence

Step 2: Name your file

(Family name) _(S-number) _(Description)-(Semester)_(Course)

Step 3: You are required to submit your report including the graphic essay and supporting evidence as a Word document or PDF to Canvas assignment link.

Marking criteria

Download marking criteria from Canvas.

- Report content and quality
- Graphical Essay will be judged for the theoretical/conceptual details as related to the entrepreneur and their business as well as the design, formatting and logical flow
- Strength of supporting evidence
- View the marking criteria on Canvas for clear understanding of the expectations around this assessment task and weighting

Important:

- Your report must be typed and double spaced with a font size of no smaller than 12 points Times New Roman or 10 point Arial for clarity.
- Sources of information must be consistently and comprehensively referenced throughout the report using the Harvard style of referencing.
- At least 10 refereed journal articles should be used.
- It is not sufficient just to repeat information from single sources such as, book, journal or Wikipedia.
- You can use headings, but use them sparingly. Headings only add value if they assist the reader in following the logical argument.
- Poor spelling and grammar detracts from your ability to build an argument. **CHECK BOTH GRAMMAR AND SPELLING THOROUGHLY.**

Turnitin

You will need to submit the softcopy of your report to Turnitin assignment link within 'assessment tasks' in Canvas by no later than 11:59 pm on Wednesday, 27 May 2020. As there is an overwrite facility you can submit as many drafts as you like (till submission date) to ensure you are happy all necessary work has been acknowledged.

Your report should get a similarity score below 15% to be eligible for final submission. Once your report has been checked through the turnitin and receives a score below 15%, you should submit the final soft copy of your report to the assignment link in Canvas by no later than 11:59 pm on Wednesday, 27 May 2020.

Penalties

- Poor presentation of work (up to 5 marks)
- Any late submission, unless granted an extension by the course coordinator (see course guide for information on extensions) will be penalised at 10% of the assessment weighting for each day after the due date. **No report will be accepted more than seven calendar days late without approved Special Consideration.**
- Failure to adequately reference is plagiarism. Plagiarism will be dealt with in line with university policies.