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|  | **BAHRIA UNIVERSITY, (Karachi Campus)**  *Department of Software Engineering*  **Assignment 4 - Fall 2024** |  |



COURSE TITLE: **ENTREPRENEURSHIP** COURSE CODE: **HSS-421**

Class: **BSE-VII (B)** Shift: **Morning**

Course Instructor: **Dr. Muhammad Yasir** Time Allowed:  **1 Week**

Submission Date: **25/12/2024** Max. Marks: **5 Marks**

**An assignment on Business Model Canvas (BMC). This assessment structures**

**encourages not only understanding and application of the BMC but also skills in**

**communication and presentation, essential for any business environment. [CLO:04: 5 Marks]**

**Question 01:** **Viva Voce**

**Description: Students will individually present their BMC and answer questions related to their understanding and application of the BMC concepts.**

*Criteria for Evaluation*:

1 Mark: Clarity and understanding of BMC concepts.

1 Mark: Ability to apply concepts to a hypothetical or real business scenario.

**(2 Marks)**

**Question 02:** **Filling the BMC (2 Marks)**

**Description: Students will complete a Business Model Canvas for their chosen business idea, addressing all nine building blocks.**

*Criteria for Evaluation:*

1 Mark: Completeness of all sections (Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure).

1 Mark: Depth of thought and originality in the content provided.

**(2 Marks)**

**Question 03: PowerPoint Presentation**

**Description: Students will create a PowerPoint presentation summarizing their BMC.**

*Criteria for Evaluation:*

1 Mark: Overall presentation quality, including clarity, visual appeal, and effectiveness in communicating the key points of their BMC.

**(1 Mark)**

**Additional Notes**

* Viva Voce: Each student will be given a 5-minute slot for their presentation followed by a 3-minute Q&A session.
* BMC Submission: The filled BMC should be submitted in a specified format (e.g., Docx) before the viva voce.
* PowerPoint Presentation: The presentation should not exceed 10 slides and must be submitted electronically prior to the scheduled date.

**(2+2+1= 05 Marks**)