

**Enterprise, Innovations and Creativity**

**PUSL3159**

**Main Coursework and Practical**

**2024 – 2025**

**Term:** Term 1 and Term 2

**Coursework Type:** Group Assignment

**Element of Assessment:** C1 & P1

**Module Leader:** Udani Dilrangi

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**Main Coursework and Practical**

PUSL3159 Enterprise, Innovations and Creativity module is assessed in the following way:

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| C1 | Coursework (Business Plan Report) | 60% |
| P1 | Coursework (Product Pitch Presentation) | 40% |

In all cases these assessment methods have been chosen and designed to assess your achievement of the particular learning outcomes for the module. You will be given Assessment Criteria which are used to judge the extent of your achievement. If there are reasons which might preclude you from undertaking a particular form of assessment (for example, due to a disability) you should contact the module leader as soon as possible.

You are requested to adhere to the assessment guidelines given by the relevant lecturer for each module.

**C1: Business Plan Report – 60%**

**Format:** Students must make a Business Plan in a report format (3000 - 3500 words)

**Group Size:** A group should consist with **not more than 03 people**. Students should self-enrol to a group on the DLE no later than 19th October 2024.

**Title:** New Product Idea Pitch

**Background:** The students are tasked with developing a proposal for a new product idea that addresses a specific market need. As technology management students, they are expected to identify a gap in the market and create a product concept that aligns with current trends and consumer demands.

The assignment requires students to compile a descriptive report detailing their new product idea and its relevance in the marketplace. This report will serve as a pitch to hypothetical stakeholders, simulating a real-world scenario where they seek investment and approval for the product's development and introduction.

The objective of this assignment is to convincingly demonstrate the viability of the proposed product as a valuable addition to a technology-focused portfolio. Students are encouraged to be innovative and thorough in their proposal, covering essential aspects such as product features, potential market impact, and financial feasibility. An outstanding proposal may lead to simulated investment opportunities, allowing students to explore the dynamics of product development and market entry within a technological context.

*Each student of the group must separately write a 1000 words write-up (CW submission Evidence and Evaluation) and attach it in the Appendix. Also, the students must submit the Contribution Sheet attached to the assignment submission. This will not count towards the word limit.*

**Content of the Business Plan:** The Business Plan must include the following sections. This outline serves as a comprehensive guide for students to structure their group report effectively, ensuring all critical elements are addressed in their proposal.

* **Executive Summary –** Brief overview of the product, Key objectives of the report, Summary of market opportunity, Highlights of the financial projections etc.
* **Description of the Business –** Business name, logo and structure, Vision and Mission statements, Core values and Business Philosophy, Overview of the industry and market context, target customer segments etc.
* **Problem Identification and Validation –** Description of the identified market need or problem, Evidence supporting the need, Analysis of current solutions and their limitations, Justification for why the new product is necessary.
* **Product Development and Management –** Detailed description of the new product, Unique Selling Propositions and Features, Development Process and Timeline, Prototype or Minimum Viable Product (MVP) Description.
* **Operations Plan –** Overview of the operational processes, Location and facilities requirements, Technology and equipment needed, Supply chain and Inventory Management, Regulatory and Compliance considerations.
* **Marketing and Sales Plan –** Marketing objectives and Strategies including STDP, 4Ps/7Ps strategies.
* **Financial Plan –** Startup costs and funding requirements, Revenue projections and pricing strategy, Forecasted Profit and Loss, Break-even analysis.
* **Human Resource Plan –** Organizational structure and team roles, Recruitment strategies and Talent acquisition, Training and Development programs, Organizational culture etc.
* **Business Model Canvas**
* **Conclusion –** Recap of the key points, Emphasis on the viability and potential impact of the product, Future outlook and growth potential of the business.
* **References**
* **Appendix –** CW Submission Evidence and Evaluation (1000 words write-up by each member)
* **Contribution Sheet**

**Report Guidelines:** 1-inch margin from all 4 sides, 12 Point, Times New Roman for Body, 1.5 Spacing, Consistent Heading Style

**Submission Information:** The **deadline for the submission of the Business Plan Report is 19th December 2024 (Thursday) on or before 16.00 SL time** to the University of Plymouth DLE by one team member. You are requested to submit the completed coursework to University of Plymouth DLE on or before this deadline indicating the names and student registration numbers on the cover page along with a copy of the ‘**Assignment Feedback Sheet/ Assessment Criteria**’.

**P1: Product Pitch Presentation – 40%**

**Format:** An innovative group presentation based on the descriptive report.

**Group Size:** A group should consist with **not more than 03 people**. **Students can continue with same teams formulated for course work (Business Plan Report writing).** Students should self-enrol to a group on the DLE no later than 19th October 2024.

**Title:** New Product Idea Pitch

**Background:** Your team will be required to deliver professional presentation (strictly **15 minutes maximum**) on your Business Case and be prepared for **2-3 minutes of question time** and discussion from your audience. Your business pitch must use some form of visual media such as:

Canva Presentation (maximum of 10-12 slides)

**AND**

Video Presentation

**AND**

Prototype/Minimum Viable Product

Business Pitch is to be delivered in the same fashion as if it were to an audience of business decision makers from the organisation.

The style of the presentation is **a sales pitch** for your new product. Ensure you demonstrate thorough knowledge of your new product and that you demonstrate that your new product is viable and meets the criteria. Duration of business pitch is 15 minutes only, so do not attempt to cover everything in your report but focus only on the key elements and provide a clear understanding of what your new product is, what it will cost, what income or other benefits it will generate if any, and why the assessment panel should support it.

This is a competitive process, as all teams are seeking in-principal approval for their new product. You and your team will be penalised heavily for reading and/or not trying to engage the audience, so do NOT have highly detailed slides and do NOT have long notes on sheets or cards that you need to read. Prepare your content and if you must have “prompts” then have only very brief dot points to glance at if needed to remind you what to talk about but be well prepared so you can look at the audience and talk.

**Please attend the Workshop on Pitching and Presentation Skills scheduled on 04th November 2024 from 7.00 PM to 9.00 PM SL Time to gain more insights as it will be conducted by an industry expert.**

**Submission Information:** The **date and time of presentation will be 14th December 2024 to examiner**. All students must submit their Canva presentation to the DLE by 14th December 2024. Need to submit a copy with the student index numbers of the ‘**Assignment Feedback Sheet’**.

**Detailed Assessment Criteria**

**Assessment Criteria/Assignment Feedback Sheet – Business Plan Report**

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| --- | --- | --- | --- |
| **Student number(s):**  *Students to Complete* | **Module code and title: PUSL3159 – Enterprise, Innovations and Creativity** | **Academic Year: *2024-2025*** | **Lecturer: Ms. Udani Dilrangi** |
|  | | | |
| Descriptive Report: New Product Pitch | | | **Final Mark** |
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| **Submission: 19th December 2024 on or before 16.00 SL time to the University of Plymouth DLE by one team member**  Work submitted within 24 hours of the given submission deadline; the students mark will be capped at 40%. Work submitted 24 hours late will receive a mark of zero. | | | |
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| **Assessment Criteria** | | **Weight** | **Mark** |
| Identification of an innovative business idea upon justification of a market gap | | 30 |  |
| Logical and comprehensive flow of content | | 20 |  |
| Professional writing skills | | 10 |  |
| Originality and the use of current and reliable sources | | 10 |  |
| Individual Contribution Assessment | | 30 |  |
| Remarks: | | | |

**Assessment Criteria/Assignment Feedback Sheet – Product Pitch Presentation**

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| --- | --- | --- | --- |
| **Student number(s):**  *Students to Complete* | **Module code and title: PUSL3159 – Enterprise, Innovations and Creativity** | **Academic Year: *2024-2025*** | **Lecturer: Ms. Udani Dilrangi** |
|  | | | |
| Product Pitch Presentation | | | **Final Mark** |
|  | | | |
| **Submission of Slides: 14th December 2024 on or before 16.00 SL time to the University of Plymouth DLE by one team member**  Work submitted within 24 hours of the given submission deadline; the students mark will be capped at 40%. Work submitted 24 hours late will receive a mark of zero. | | | |
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| **Assessment Criteria** | | **Weight** | **Mark** |
| Presentation of Ideas | | 15 |  |
| Presentation Skills **(Individual)** | | 20 |  |
| Time Management and Clarity of the Slides | | 10 |  |
| Teamwork and Creativity | | 15 |  |
| Video Presentation | | 10 |  |
| Prototype/Minimum Viable Product | | 20 |  |
| Questions and Answers **(Individual)** | | 10 |  |
| Remarks: | | | |

**Submission of Main Coursework**

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| **Course work/Practical** | **Submission details** | **Submission point** |
| **Business Plan Report (Group)** | **19th December 2024 on or before 16.00 SL time** | to Submission Link on University of Plymouth DLE by one team member |
| **Product Pitch Presentation (Group)** | All Power Point Presentation Slides should be uploaded to the DLE by 14th December 2024, 16.00 SL time and the presentations will be taken on the **14th December from 9.00 am – 12.00 pm**. | DLE and Ms. Udani Dilrangi |

**Please note**: Students who submit late, without approved extenuating circumstances, will receive a mark of zero.

**Academic offences:**

Academic offences occur when an activity is undertaken which could confer an unfair advantage to any candidate(s) in assessment. The University recognises the following (including any attempt to carry out the actions described) as academic offences, regardless of intent:

1. Copying or paraphrasing other people’s work or ideas into a submitted assessment without full acknowledgement (plagiarism).
2. Unauthorised collaboration of students (or others) in a piece of work (collusion).
3. Making false declarations in an attempt to obtain either modified assessment provisions or special consideration (e.g., of extenuating circumstances).
4. Persuading another member of the University or partner institution (student, staff, or other) to participate in any way in actions which would be in breach of these regulations.
5. Misrepresenting research outcomes and results.
6. Being party to any arrangement which would constitute a breach of these regulations.
7. The inclusion in a piece of assessed work (other than an examination or test) of material which is identical or substantially similar to material which has already been submitted for any other assessment within the University.
8. Any other activity which could confer an unfair advantage to any candidate(s).

For full details on the academic offences framework and procedures, please follow the module handbook.