

**UNIVERSITY EXAMINATIONS****SEMESTER 1  
ASSIGNMENT 2 (MNE3701)****Entrepreneurship and Small Business Management****Due date: 8<sup>th</sup> May 2025 @23h00.****Examiners  
Dr. SJ Chiromo****Instructions:**

- Start with a cover page stating the module code (MNE3701) and your student number.
- Submit your assignment as a single document in PDF format.
- Submit the assignment before or on due date.
- Please ensure that your PDF document is NOT encrypted to a “secured” mode and that it is NOT password-protected as these files cannot be marked. Virus-infected files will also not be marked.
- Submit your project in one PDF document by using the Assessment option on Moodle.
- You need to answer the questions in your own words. Plagiarism will not be tolerated and may result in disciplinary action, if detected.
- Your assignment script should not exceed 20 pages.

Please include the following declaration at the end of your examination answer:

I, ..... with student number,..... hereby declare that I have read the Unisa policy on plagiarism and the student disciplinary procedures documents made available on the myUnisa module site; and I understand what constitutes plagiarism, collusion and academic fraud. I declare that this assignment is my own original work and that I have not allowed anyone else to borrow or copy my work.

Good luck with your assignment!

**TURNOVER**

**PLEASE NOTE – PLAGARISM is UNACCEPTABLE. If we detect plagiarism in your work, you will receive a zero mark.**

Any form of plagiarism - the passing of someone else's work as your own (such as submitting as your own work a paper or portion of a paper written by another person) - is completely unacceptable and won't even be considered for marking. Work you submit should be entirely unique. **Do not copy an existing answer or work from other students as plagiarism test will be conducted on your work, and any evidence of plagiarism will end up a student being awarded zero.**

#### **Reflection of the module MNE3701**

Your successful completion of Entrepreneurship and Small Business Management (MNE371) demonstrates that you have acquired sufficient entrepreneurial competencies and skills to operate independently as an entrepreneur by developing and managing a small business. In your study, you should have observed that entrepreneurship and small business management are interconnected but distinct in some areas. To exercise entrepreneurship, you will focus on the initial stages of creating a business, including innovation, idea generation, and the launch process. This process involves risk-taking whereby you identify a business opportunity, developing a business idea, creating a business plan, and securing funding to bring the idea to life. This implies that entrepreneurship often involves higher levels of risk, as the business is new and untested. After the launch process, you then focus on small business management which involves the ongoing operations, financial management, human resources management, marketing the product, supply chain management, and strategic planning of a small business. Thus, you will have to manage cash flow, budgeting, accounting; you will be developing and implementing marketing strategies to reach customers and generate sales, overseeing the daily operations of the business, including production, distribution, and customer service; hiring, training, and managing employees, as well as developing long-term goals and plans for your small business.

**In light of the above module reflection, you are expected to respond to the following assessment criteria:**

#### **QUESTION 1**

Demonstrate how you would go about constructing financial statements of your small business with reference to practical examples. (10)

TURNOVER

**QUESTION 2**

The success of your small business depends on your effective management of the human resources of your organisation. Discuss how you would go about managing your human resources. (10)

**QUESTION 3**

With reference to practical examples, critically discuss how you would finance your business. Motivate why you choose specific ways of financing over others. (10)

**QUESTION 4**

By using practical examples, critically discuss how you would manage the assets of your business. (10)

**QUESTION 5**

Conceptualise how you would apply your skills to develop your product and manage the supply chain of your business. Provide practical examples and motivation for the product strategies you may choose to develop your product. (15)

**QUESTION 6**

By using practical examples demonstrate how you would conduct the promotion of your product in your business. (10)

**QUESTION 7**

Demonstrate how you would go about conducting financial forecasting for your business with reference to practical examples. (15)

**ASSIGNMENT MARKING RUBRIC**

Each question of assignment 2 will be assessed based on the below marking rubric:

Score	Criteria
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70% to 100%	<ul style="list-style-type: none"> <li>• There is adequate demonstration on applying entrepreneurial skills to manage a small business with sufficient practical examples provided.</li> <li>• Relevant elements that build up the concepts of entrepreneurship have been critically discussed with sufficient practical examples.</li> <li>• There is sufficient evidence that the work was not plagiarised (any indication of plagiarism will end up the student scoring zero)</li> <li>• Content is summarised and professionally presented.</li> <li>• Write up indicates excellent understanding of various dimensions of entrepreneurship and small business management.</li> <li>• The description of the elements of the entrepreneurship and small business management is appropriate and meaningful.</li> <li>• The demonstration is appropriate, meaningful and beyond the obvious.</li> </ul>
40% to 69%	<ul style="list-style-type: none"> <li>• There is somewhat demonstration on applying entrepreneurial skills to manage a small business with sufficient practical examples provided.</li> <li>• There is somewhat demonstration on the understanding of elements that build up the concepts of entrepreneurship with examples provided.</li> <li>• Elements that build up entrepreneurship have been somewhat discussed with some examples.</li> <li>• There is somewhat evidence that the work was not plagiarised (any indication of plagiarism will end up the student scoring zero)</li> <li>• Content is summarised and presented.</li> <li>• Write up indicates understanding of entrepreneurship and small business management.</li> <li>• The description of the dimensions of entrepreneurship and small business management is somewhat appropriate and meaningful.</li> <li>• The demonstration is appropriate with substantial content.</li> </ul>
1% to 39%	<ul style="list-style-type: none"> <li>• Content regurgitated.</li> <li>• Not consistently linked and integrated. Rather disjoint.</li> <li>• Description of elements of the financial statements and financial forecasting is inappropriate and superficial.</li> <li>• Analysis of the content of the financial statements and financial forecasting is inappropriate and superficial.</li> </ul>

	<ul style="list-style-type: none"><li>• There is sufficient evidence that the student submitted a plagiarised work.</li></ul>
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**TOTAL MARKS FOR ASSIGNMENT 2 [80]**