

Innovation and Business in ICT
Assignment 2: Entrepreneur Interview Report

Dimension	Weight	Distinction	Merit	Pass	Unsatisfactory
Person Identification of the entrepreneurial agents and evaluation of the thinking and motivation they display. Using relevant concepts introduced in the module to structure the discussion and generate insights in interpreting facts and events.	20%	You identify the main issues in the story in relation to the specific dimension and demonstrate deep understanding of them. You choose appropriate concepts to evaluate each issue and apply those concepts competently to structure your arguments. You illustrate each issue and associated arguments effectively through carefully selected facts or examples from the story.	You identify some of the relevant issues in the story in relation to the specific dimension and demonstrate good understanding of them. You choose appropriate concepts to evaluate each issue, albeit with some gaps in how you apply those concepts to structure your arguments. Your use of facts or examples from the story to illustrate each issue and associated arguments is not always clear or relevant.	Your identification of relevant issues for discussion is limited, focusing more on description rather than interpretation and analysis. Where you do use appropriate concepts, you tend to focus on their generic definition rather than a substantive discussion of how they apply to the specific case. There is a disconnect between theory in your work.	You provide mainly a description of the case (simply a story of what happened), without a substantive effort to identify broader issues and connect to the relevant concepts introduced in the module. There is no attempt to interpret the case and thus no evidence of conceptual understanding and application.
Opportunity Articulation of the entrepreneurial opportunity and understanding and evaluation of its tensions and evolution over time. Using relevant concepts introduced in the module to structure the discussion and generate insights in interpreting facts and events.	25%				
Process Identification and evaluation of the different stages in the development of the business. Using relevant concepts introduced in the module to structure the discussion and generate insights in interpreting facts and events.	25%				



Context Identification and evaluation of the context for the business, the critical resources for the development of the business, and the means for their acquisition. Using relevant concepts introduced in the module to structure the discussion and generate insights in interpreting facts and events.	20%				
Structure and style Organisation and flow of ideas, clarity of expression, proper use of references.	10%	Your ideas are presented in a logical and coherent manner. Your sentences are concise and well crafted.	The reader can follow the structure of your argument and discern your meaning with very little effort.	The reader cannot always follow the structure of your argument or discern your meaning.	The reader cannot follow the structure of your argument or discern your meaning.

