

## **Assignment Instructions and Guidelines**

### **Assignment 2: Entrepreneur Interview Report**

In this graded assignment you will submit a report on the entrepreneur whom you will interview over the upcoming weeks. This assignment is worth 30% of your total grade.

#### **Your Task**

The purpose of this assignment is to reflect on the real-life experience of the entrepreneur that you will interview throughout the unit. You should reflect upon the following aspects of their journey, applying the lenses of the various concepts and theories discussed in class.

- Person – motivation and thinking.
- Opportunity – identification, tensions and evolution over time.
- Process – early exploration and growth.
- Context – support and resources.

The evaluation of these sections will be based on the following criteria:

- Identification of meaningful issues for discussion.
- Illustration with relevant facts.
- Integration with class concept.
- Structure and style.

#### **Guidelines**

- Submit your assignment on time (by the deadline). Remember: it may take several minutes to upload your file so leave yourself plenty of time. Late assignments will be penalised.
- The word count for this assessment is 1500 words (+10%), submissions that exceed the word count will be penalised. The word count excludes footnotes and reference list.
- You should use the Harvard Referencing System. Review the library's website for more information on correct referencing.
- Your assignment must be submitted in PDF format (to save from Word to PDF select 'Save as Type' and select PDF from the drop-down menu).

#### **Grading**

This assignment is worth 30% of your total grade for this module.

For information on how your grade will be calculated, please review the Evaluation Criteria document.