# Entrepreneurship Coursework 2 Business Plan Execution

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| **Set:** 6th February 2025  **Due:** 23rd April2025 8pm  **Percentage of overall unit mark:** 50% of total unit grade  **Submission Location:** Moodle  **Submission Components for Part 1 (Group Submission):** GitHub link containing the report and/or video, group contribution form, and any other relevant materials demonstrating the execution of your business.  **Submission Components for Part 2 (Individual Submission):** PDF write-up of the £10 Challenge.  **Anonymous Marking**: No  **Generative AI Assessment Categorisation-** Type C ([Guidance here](https://www.bath.ac.uk/announcements/academic-integrity-in-the-generative-artificial-intelligence-genai-context/)) |

*Coursework Specification Version 1.2 (The specification may be updated/extended in response to queries in order to help you with your work. If anything is unclear at all, please ask Bhagy & Neil using the Moodle Forum!)*

This coursework accounts for 50% of your overall unit grade and consists of two parts:

* **Part 1: Business Execution Report/Video (40%) – Completed in Teams**

Work in teams of 5–10 students to execute the business plan. You could submit a report or a video or both. To showcase all the activities completed to execute the business plan submitted as a part of the coursework 1. One submission per team is required, along with the Group Contribution Form.

* **Part 2: £10 Challenge Write-up (10%) – Completed Individually**

Each student must submit their own individual write-up. Submit separately via the designated Moodle submission point.

Feedback will be provided on Moodle within three working weeks of the submission deadline.

# PART 1: Business Execution (40%)

**Motivation**

If you have a product prototype and a compelling business plan that you are beginning to execute on, then you are ready to reach out to investors, customers and other potential stakeholders as you gather the required momentum. They usually do not want to read a long business plan to start with. They want to understand quickly what your startup is all about and see how well you can present yourselves. Crowdfunding sites such as Kickstarter rely on good pitches, MVP’s and strong outreach. Completing this assignment will get you to a stage where you can start engaging with potential stakeholders, e.g. through crowdfunding. If you would like to take your venture further, why not give it try and upload it to, e.g., Kickstarter!

# Learning Outcomes Tested

Upon completion of this coursework, you will have addressed:

* LO1: Identify and analyse market opportunity.
* LO3: Critically consider key operational issues.
* LO4: Investigate alternative funding and financial strategies.
* LO5: Identify and address any relevant IPR, legal, social, ethical and professional issues.
* LO6: Locate and use entrepreneurial resources.

## Your Team

You should continue working with the same team as in Coursework 1. All the guidance and expectations around teamwork provided in the Coursework 1 brief still apply here.

For this coursework, please submit a new Group Contribution Form, uploaded as part of your team’s GitHub repository.

If you are experiencing any issues within your team, please contact Bhagy or Neil as early as possible. In rare cases where a resolution cannot be reached and agreement on a single contribution form is not possible, we may consider allowing more than one group contribution form. However, this will only be considered after a discussion with the full group.

## Plagiarism and Unfair Practice

Your submission must be your own team’s work. Please make sure you clearly acknowledge any work of other people you use.

**Overview**

You are now working on executing the business plan you submitted for Coursework 1. This phase is about moving from planning to action demonstrating the steps your team has taken to bring your business idea closer to reality.

The preparatory work for this coursework overlaps strongly with the business plan in Coursework 1 – the two go hand in hand and should relate to the same product. Having a prototype is very useful for both your business plan, so start developing it early on and then show it off! The Moodle submission should be a link to your github repository containing at least (but not limited to) the following:

1. **Team Name** (with optional team logo)
2. **Prototype**: URL of a running version of your prototype, e.g. of a website containing your prototype or an app store page from which it can be installed. It should be very easy to install (if necessary) and test the prototype. The prototype does not need to completely implement all functionality. It can be an interactive user interface that clearly demonstrates the main product features in principle. If your prototype is more developed than that, make this clear and you can earn extra marks!
3. **Business Plan Execution Report/Video (most important)**: You could submit a report or a video or both to showcase how you executed the business plan. This is the main graded artefact! How far did you get in executing your plan? Did you produce a working prototype, a domain to host your business idea, or an MVP? Did you even get to the point of finding your first customer (could be a sympathetic and supportive unit leader for example 😊), to validate your market idea? Did you raise the minimal investment to register and form a Limited company[[1]](#footnote-1)? Did you agree a board structure, shareholdings, and reach out to other potential investors (e.g. friends, family, Bath Entrepreneur groups)?
4. **Contribution Split**: A table with the full names and BUCS usernames of all team members, with a percentage for each member reflecting their contribution. All percentages must sum up to 100%. Every team member must agree on the contribution percentages you submit and must sign the contribution split. The contribution split will affect your coursework marks: if not all team members have the same contribution percentages, then those with lower contributions will receive lower marks, according to the equity split method explained in the lecture. It is important that you discuss the contribution split (and how you will adjust it in response to the contributions everyone does) early on. The earlier you talk about your expectations with regard to the contribution split, the better! If you need help resolving disagreements, please contact Bhagy & Neil. If your project is based on any previous work, e.g. a previous project of one or more of your team members, state this clearly and make sure the whole team is happy with this. All contributions in the contribution split can relate only to work done during the unit, not previous work.

Prizes will be awarded at the end of the unit for the most impressive business executions. If you do not want your submission to be shared or considered, please clearly state this in your submission. Otherwise, all entries will automatically be entered into the prize competition. Being selected is a mark of distinction—only the most outstanding projects are recognised, and it can be great publicity for your startup idea.

**The Execution Report/Video**

This could be in the form of a markdown file in your github repository, or even a video describing your business idea and introduce the product or service that your startup team is trying to bring to market, or both! If using a video to summarise, then it should clearly communicate the following points:

1. Who is your **customer**? Potential customers should be able to recognise themselves and quickly be able to see if the product is relevant for them.
2. What are the customer **needs** that you hope to satisfy (pains & gains)? In other words, why should customers care about the product? This should be convincing and have substance, i.e. not just empty “sales talk” but good reasons why people should be interested in your product.
3. What is the **product** that will meet the needs (value proposition)? Make sure your audience gets a good idea what your product is all about right from the start. It is usually better to give them an overview first before going into details, as details can sometimes be confusing and distract from your main message. Remember that the product is not just about technical features but just as much about how people use it, how it fits into their lives and how you can commercialise it in a sustainable manner (i.e. your business model). Your business does not need to be all about making money: it could just as well be a social enterprise or campaign focused on positive societal or other impacts; however, it should be sustainable, i.e. realistic with regards to the resources you need to develop, operate and maintain it.
4. **How** will your product meet the needs? That is, how does it work? This is where you demonstrate the features of your product and explain them.
5. If there are competitors you may want to position yourself in the market with a **unique selling proposition**, so that it is clear for customers when and why they should choose your product.

The video and/or report should contain footage showing the main features of your product in action with a clear voiceover for explanations. How exactly the video looks like – e.g. whether you use a realistic style with footage of real users, a cartoon style or something else – is up to you and your creativity. The parts mentioned above may be presented in a style of your choosing, and the order in which you present the points above may be adjusted to suit your particular product and your team’s aims.

Essentially, this coursework is asking you to get started with your business, so that it isn’t just a theoretical exercise, but that you gain essential skills in building a startup. If you do use a video format, Kickstarter videos try to get financial sponsorship from potential customers, but usually also try to attract investors who can put larger sums towards the project. Have a look at successful Kickstarter videos for inspiration: <https://fundbeam.com/best-kickstarter-videos-time/>

**Marking Criteria – Report/Video**

What makes a good business execution report/video? The points below will give you an idea of how the report will be assessed by asking a number of questions.

* **Is the business idea good?** Is it plausible and promising? If the business idea is well thought out and shows a good market potential with a clear market segment and clear and important needs that are adequately addressed, you will score highly.
* **Is the business idea convincingly presented?** The best idea can be misunderstood if not presented clearly. Likewise, many people will not appreciate the potential of a great idea if it is not motivated and explained convincingly. A clear, well-motivated presentation with the right arguments will score highly.
* **Is the product good?** The idea may be good, but the product may not. Does the product look like a good product? Does it look as if it works well? Is the design functional, usable, well thought out and overall convincing? Does it do the job it is supposed to do, without hassle? Is it perhaps even innovative? If the answer is yes, you will score highly.
* **Is the product presented well?** A great product needs to be presented well in order to impress your customers. Is the product presented clearly enough for people to understand how the main features work and how they are supposed to be used? Is it clear from the explanations that it really works? Or is it vague, ambiguous and confusing? If using a video, is there a clear voiceover with concise soundbites, using simple and direct language that the intended audience can understand? Are the main messages clear, or are they obfuscated by technical details? The main purpose of both the report and the video is to effectively communicate with your intended customers and send the right messages, and if it does that well you will score highly.
* **Does the executed plan demonstrate market knowledge?** Is this a report from someone who clearly knows what they are doing and what the market is like? Or is it ignorant of what the market is like, what technologies are up and coming and how things work? If you can give readers/viewers the impression that you have your finger on the pulse of innovation and know what is going on in the industry, that is great – you will score highly. At least, do not get caught out showing that you are not aware of current technologies, market trends and important competitors.
* **Is the report/video engaging?** Does the report/video have an engaging storyline that carries the viewer through smoothly and captivates their attention? Or does it feel lengthy and boring? The video should not be too long for its content – it is better to have a shorter, captivating video than a longer, boring one. If your video is enjoyable to watch from start to finish you will score highly.
* **Is the work professionally produced?** Does the software look slick and polished? Or does it look like a pre-school PowerPoint presentation? Are the visuals consistent and aesthetic in style? Is the footage well edited, with good pacing and good transitions? This does not mean you need to use fancy visual effects – many of the best videos do not as they can distract from your message. It means you use the available production tools to make the right impression. Does the video sound good? Or does it sound as if it was recorded at midnight in a busy dungeon? Is the voiceover clear and smooth, with good sound quality? If there is background music, is it adequately chosen to fit the theme of the video? Does it have the right level of volume? Do the audio and the visuals work together and are they timed and paced well? Are all visual and audio resources licensed so you are allowed to use them? Have you given credits where necessary? If the video looks and sounds as if it was produced in Hollywood (or Bollywood), you will score highly.
* **Did you create a limited company or launched a product?**Projects that demonstrate significant ambition—such as formally registering a company, launching a live product, or gaining initial users or customers—are likely to receive very high grade in recognition of the effort and initiative involved. You are welcome to register a company, take concrete steps toward registration, or demonstrate how you would go about doing so if you are unable to proceed for any reason (e.g. visa restrictions, financial concerns). You may also choose to deregister the company later—this is still evidence of your entrepreneurial engagement.

If you are unable to register a company in the UK due to visa restrictions, you are welcome to explore company registration in your home country if that is legally and practically feasible for you. You may also propose a multi-country structure, such as registering in one jurisdiction while outlining plans for future expansion into others. If you pursue this route, explain your reasoning, the steps taken or planned, and the implications for your business model.

**Please note that registering a limited company is not required to achieve high marks.** Your project will be assessed primarily on the clarity, creativity, and quality of your business idea, prototype, and execution (via report or video). All students have equal opportunity to succeed, regardless of whether they pursue formal company formation.

## Marking Scheme

The following table will give you an idea of how you will score with your business execution:

|  |  |
| --- | --- |
| 70 – 100 | * Coherent, promising, well thought-out and perhaps even innovative business idea * Functional and very well-designed product prototype (perhaps even innovative design) * Business idea and product are smoothly, clearly and convincingly presented; the main messages impress and stick * Captivating and enjoyable to watch (if using video), or compelling report and business progress journal * Looks and sounds professional |
| 60-69 | * Good business idea showing some commercial promise * Overall functional and well-designed product prototype (clear design effort with good awareness of requirements, no obvious design flaws) * Business idea and product are overall clearly and convincingly presented; the main messages can be clearly understood * Reasonably enjoyable to watch/read * Looks and sounds fairly professional |
| 50-59 | * “Average” business idea – not particularly innovative and average commercial potential; some aspects may be unclear or flawed but no major flaws * Functional product prototype with reasonable awareness of requirements, but may have some design flaws * Business idea and product are fairly clearly presented, but not necessarily convincing in all aspects; most of the main messages can be understood but some bits may be unclear * OK to watch/read but not particularly captivating * Looks and sounds all right, but not entirely professional |
| 40-49 | * Business idea is described but not convincing in its commercial potential; partially unclear and/or flawed * Functional product prototype but clear lack of awareness of requirements and/or obvious design flaws * Business idea and product presentation lacking in clarity and consistency; several messages are unclear * Not captivating * Partly unprofessional audio/video or report |
| 0-39 | * Business idea unrealistic and/or incomplete * Product not functional and/or major design flaws * Business idea and product presentation unclear and/or inconsistent * Not captivating * Unprofessional audio/video or report |

**Tips**

* Try to use professional best practices for the development of your prototype, such as clear team roles, a development plan, best practices in the use of git version control (e.g. regular commits to a repository by all developers), and agile iterations. A good prototype can be achieved by reviewing your prototype regularly as a team, and then improving it together.
* Show off the work you have put into developing your prototype. In principle it is enough to provide a demo of the main functional features of your product. Your prototype does not need to fully implement its functionality, e.g. you do not necessarily have to develop code if you can use a prototyping tool to create an executable user interface prototype. However, if you put more effort into your prototype, then it is important that you make that clear and show it off in the video or report as this will give you extra marks. Having a prototype in an advanced state of development (i.e. not just an interactive user interface “click dummy”), will give potential stakeholders confidence that your team has the ability to complete the development and bring the product to market sooner.
* Try to produce a professional looking report and/or video by following best practices of media production (the basics are not hard and there are many examples and tutorials, e.g. on YouTube).
* The video should be concise, with a storyline (narrative) that is easy to follow and convincing. Ensure the main messages are communicated clearly. Ask people unconnected to your team for their opinion and use their feedback for revisions.
* Remember that the report and video are not just shallow advertisements. It should be profound in the sense that it really explains the product and the business proposition with convincing arguments using a good narrative. It should not just convince naïve customers, but also serious investors who are able to look beyond a shiny façade. That said, the video is not a business presentation – they tend to be rather dull – but should mainly entice potential customers. You do not need to give details about the business for investors in the video – that is done later in a business plan – but potential investors should be intrigued after watching your video and see the potential of your startup.
* Avoid a lot of text or bullet points as people often find it tiring to read. Most people prefer visuals, which will usually be more engaging than just text.
* Use the tools taught in the lectures such as a value proposition canvas, personas and scenarios to create a compelling script for your video.
* Recommended tools you can use freely are:
  + Shotcut video editor: <https://www.shotcut.org/>
  + Audacity sound editor: <https://www.audacityteam.org/>
  + Screen & webcam recording software: <https://obsproject.com/>
  + Collaborative content editors for documents and slides: <https://drive.google.com/>
  + There are many good video tutorials for the abovementioned production tools on YouTube.
* Recommended websites for royalty free assets you can use in your video:
  + Background music and sound effects: <https://www.bensound.com/> <https://www.zapsplat.com/>
  + Videos & pictures: <https://www.pexels.com/> <https://pixabay.com/>
  + Cliparts: <https://openclipart.org/>
* Secret tip: record high-quality voiceovers with a blanket over your head (e.g. with a mobile phone mic): <https://www.youtube.com/watch?v=sq2yoVwpRs8>

## PART 2: 10 Pound Challenge (10%)

**Motivation**

The £10 Challenge is a fun but thought-provoking opportunity to engage with entrepreneurial thinking in a very hands-on way. At the beginning of the unit, each student was given £10 with the task of using it to generate value—financial or otherwise—through a creative idea. This challenge is not about maximising profits but about demonstrating initiative, risk-taking, and creativity. Many students in previous years have said this activity helped them think differently about money, sparked their interest in entrepreneurship, and encouraged them to invest more in other people.

**Learning Outcomes**

By completing this challenge, you will:

* Identify and analyse a small-scale market opportunity and test your assumptions in a real-world setting. (LO1)
* Develop and experiment with a micro-strategy to act on that opportunity. (LO2)
* Consider operational, legal, and ethical aspects of carrying out your idea. (LO3, LO5)
* Explore alternative funding or investment approaches, including the use of pooled funds or reinvestment. (LO4)
* Locate and make use of entrepreneurial resources—whether time, networks, platforms, or tools. (LO6)
* Reflect on how small-scale action relates to broader business planning processes. (LO7)

**Overview**

You are encouraged to creatively use your £10 to explore entrepreneurial thinking. Your task could involve starting a small business, simulating a startup process, or raising funds for a charitable cause. The goal is to apply entrepreneurial principles in a real or simulated context.

Ideas suggested include (but are not limited to):

* Buying and reselling products (online arbitrage)
* Offering a service and outsourcing it (service arbitrage)
* Creating a low-cost product to sell
* Passive investment
* Running a small-scale charity initiative
* Simulating the challenge—by planning, documenting, and reflecting on what you would have done
* Or any other original idea you come up with

You may work independently or coordinate with others (though each student must submit their own individual write-up). You can rely solely on your £10 or combine it with contributions from others—just be transparent in explaining how the funds were used and what your role was. All students are welcome to explore any of the above options. However, **if you are studying on a Tier 4 visa**, please ensure your chosen activity complies with the conditions of your visa. Specifically, you must not engage in business activity, which includes trading, self-employment, or receiving personal income from goods or services. If you generate any profit, it should be donated to a registered charity. Simulated versions of the challenge are also perfectly acceptable and may be undertaken by any student, regardless of visa status. More information on Tier 4 visa is [here.](https://www.ukcisa.org.uk/Information--Advice/Working/Student-work)

It would be great if you were able to generate a good financial outcome however it is also entirely acceptable if your idea does not work out – you could write the reflection on the experience in the report. The real value of this challenge lies in your ability to demonstrate thoughtful execution, creativity, and critical reflection on what you learned through the process.

### Task

Each student must submit an individual write-up in PDF format via Moodle, documenting their £10 Challenge. Your submission should outline what idea you pursued, what you did, how it went, and what you learned from the experience. If you added additional funds or collaborated with others, this should also be explained. Reflections on ideas that didn’t work are just as valuable as stories of success—this is a learning task.

### Marking Criteria:

This component is worth **10% of the total unit mark**. There is significant creative freedom, and this challenge assesses crucial elements of the BCS accreditation including creativity, and entrepreneurial thinking. As a result of this creative freedom, there is no rigorous “right” or “wrong” answer in the way there often can be in a computer science program. Rather, marking will take into account creativity, effort, clarity of thought, and reflection. We are interested in the way you approached the challenge and what you learned from it.

The table below contains some examples of what would obtain a high pass in this Challenge.

| **Mark Range** | **Description** |
| --- | --- |
| **70–100** | A bold, original idea with strong execution and insightful reflection. Demonstrates entrepreneurial thinking, risk-taking, and clear learning. |
| **60–69** | A creative and well-considered idea with thoughtful engagement and meaningful insights. |
| **50–59** | A reasonably developed idea with some evidence of planning and reflection. |
| **40–49** | A simple, low-risk idea executed and reported with basic reflection. |
| **0–39** | Little or no evidence of meaningful engagement with the challenge, or no submission. |

### Frequently Asked Questions (FAQ)

**Q1: Do I have to register a limited company to get a high mark?**  
No. Registering a limited company is **completely optional** and not required to do well in this coursework. While forming a company may reflect ambition and effort, **it does not automatically result in higher marks.**  
You will be assessed on your product or service idea, execution, creativity, reflection, and alignment with the marking criteria. Simply ticking the “registered a company” box without a strong product or meaningful engagement with the coursework goals will not lead to top marks.

**Q2: What if my business idea doesn’t work out or fails?**  
That’s okay—entrepreneurship involves risk and learning from failure is part of the process. You can still receive a high grade by reflecting thoughtfully on what happened, what you learned, and how you adapted your approach. Honest and insightful reflections are highly valued.

**Q3: I’m on a Tier 4 visa – will not opening a limited company or not creating profits affect my grade?**  
**No, it won’t affect your grade. You are not expected to open a limited company or generate profits if doing so would conflict with the conditions of your visa. There are many acceptable ways to meet the coursework requirements—such as simulating the process of starting a business, contributing to team-led work, or donating any profits from the activity to charity. Your grade will be based on the clarity, creativity, and quality of your idea, prototype, and execution, not on company registration or financial success. All students, regardless of visa status, have equal opportunity to succeed. If in doubt, please check the guidance on Moodle or speak to Bhagy or Neil.**

**Q4: Does my product prototype need to be fully functional?**  
Not necessarily. Your prototype should demonstrate the **core idea and value proposition** clearly. It could be a clickable interface, a demo, or even a storyboard or simulation—whatever best communicates how your solution works. Extra credit may be given if your prototype is more fully developed, but this is not required for a good grade.

**Q5: Can I submit only video instead of a written report?**  
Yes! A well-produced video can be a powerful way to communicate your business idea and prototype. You can also include both a report and a video if you wish. Whichever format you choose, make sure it covers the key questions and criteria listed in the spec.

**Q6: What if my team has disagreements about contributions?**  
It’s best to discuss contribution expectations early and resolve any concerns as a team. Use the “Slicing the Pie” method as discussed in lectures. If you’re unable to agree internally, reach out to Bhagy or Neil for support—we’re here to help.

1. Setting up a limited company is entirely optional and not required to complete this coursework. If you are on a visa that restricts company formation in the UK, you may consider exploring how you would set up a company in your home country, or outline your intended approach as part of your submission. Some students may choose to use the £10 provided as seed funding for a company registration, but this is not expected. While registering a company can reflect initiative, it does not automatically result in higher marks—your grade will be based on the strength of your idea, execution, and reflection, as outlined in the marking criteria. [↑](#footnote-ref-1)