**VX420: Business Basics for Entrepreneurship  
Summer 2022**

**Group Assignment (Project) Deliverables and Marking Guide**

# Introduction

The Group Assignment involves a project on an entrepreneurial start up business.

The details of what is required in the Project are set out below.

The project assignment is worth 40% of your overall assessment.

The assignment is to be undertaken in groups of 3 or 4. Each assignment will be awarded a mark and that mark will be applied to each member of the group.

# Key Dates and Deliverables

Following are the key dates that you need to note for this assignment:

|  |  |
| --- | --- |
| **What** | **When & Where** |
| Assignment Specification Available | Week 2 lecture |
| Assignment announced | Week 2 lecture |
| Assignment Groups Finalised | Week 2Workshop |
| Business Model Presentation | Week 9 Workshop |
| Final Presentation | Week 12 |

# Group Membership

The membership of assignment groups must have 3or 4 members. The groups must be formed by week 2 Workshop

### Group Distribution and quality of work

Your group must plan and schedule its activities. It must meet on regular basis while the assignment is being undertaken and ensure that every group member is involved in the completion of the assignment. The work in the assignment is to be divided among the group members on an equitable basis. You are expected to complete your individually assigned tasks in a professional and diligent manner. You are also expected to contribute in a useful and constructive way to group activities.

If problems emerge in your group over the distribution of the work or its competent and timely completion you should, in the first instance, bring your concerns to the attention of the group. If this fails to remedy the situation then you should bring it to the attention of the course TA. Where group members are found to be making inadequate effort or delivering a poor quality product then they will be counselled to improve their effort. If sufficient improvement is not made to the satisfaction of the group then the mark awarded to the group members may be moderated to reflect the relative input into the assignment.

### Behaviour in groups

You are expected to treat you fellow group members with dignity and respect. Group meetings and communication are expected to be conducted in a decorous and professional manner. Poor or inappropriate behaviour in groups will not be tolerated.

Please note that if you are expelled from a group for poor or inappropriate behaviour you are expected to complete the assignment in full and no allowance made when marking assignment for the fact that it is a solo effort.

# The Project

## Required

The assignment involves the development of an entrepreneurial start-up business and the presentation of the project in two iterations (weeks 9 and 12) as outlined in the beginning of this specification.

All your assumptions must be clearly stated in the beginning of the presentation. This project will be executed in two iterations. The final deliverables are due in week 12 as stated below.

# Assignment Deliverables and Marking Criteria

Project deliverables include the following items in the form of a group powerpoint presentation (where each group member must present a significant part). There should be a group coordinator that will explain the role of each group member. Total presentation time will be 20 minutes including Q&A. Marks are allocated against each part as follows.

* **Business Model Presentation (Week 9) 10 marks**
  + Business Case of the Project (2)
  + Business Model Canvas (5)
  + Task Distributions amongst Group members (1)
  + Real Customer Interview Plan (2)
* **Final Presentation Marks (Week 12) 30 Marks**
  + Final Business Case and Strategy (5)
  + Assumptions and Constraints (2)
  + Detailed Analysis of the Business Model (7)
  + Customer Development including interview results (8)
  + MVP Design (6)
  + Overall Quality of Presentation (2)

## Length:

The total length of the final presentation must not exceed 20 minutes.Total number of powerpoint slides should be limited to 24. The powerpoint slides with notes should be submitted to Canvas by Monday (5PM) during the week of presentation. Failure to do so will result in the deduction of marks by 10%.

## Format:

Powerpoint, videos, animations etc.

## Penalties:

Penalties will apply in the following circumstances:

* The two iterations are not followed (weeks 9 and 12)
* The powerpoint (with notes) is submitted late.

# Getting help with the Assignment

Pradeep Ray will post clarifications time to time at the course announcement page which should be your first port of call if you have any questions about the assignment. If not, email Pradeep (pradeep.ray@sjtu.edu.cn).