

Assessment Rubrics

Course Name: Lean Startup Management

Course Code: MGT 1022

Class Number: VL2021220103244

Semester: Fall Semester 2021 -2022

Assessment Methodology (Theory Component)

Methodology	Max. Marks	Weightage	Due Date
DA 1	25	25	31-08-2021
DA 2	25	25	30-09-2021
DA 3	25	25	25-10-2021
DA4	25	25	25-11-2021

Assignment Topic and Assessment Rubrics

- DA1- Prepare a business model with an innovative business idea.
- DA2- Compare your start-up idea with an existing startup (Your assignment must include the following aspects)
 - Company description
 - Industry Analysis & Trends
 - Target market
 - Competition
 - Strategic position and risk assessment
 - Marketing plan and sales strategy
 - Operations
 - Technology plan
- DA3 - Compare your start-up idea with an existing startup (Your assignment must include the following aspects)
 - Executive summary
 - Management and Organisation
 - Social responsibility and sustainability
 - Development, milestones and exit plan

- Financials
 - Market research
 - SWOT analysis
 - PEST analysis
- DA 4- Consider three startups, compare them and explain about their MVP, funding and CSR activities. Input your suggestions on the aspects discussed.

Rubric / Marks	0 – 50%	51 – 100%
Report writing	Report written was concise and the information was just copied	Report written was concise and the information was written without copying the Content
Suggestions/ analysis	Suggestions/ analysis not appropriate	Suggestions/ analysis are relevant and feasible
Abiding to the time line	Submission within two days of the specified dead line	Submission on or before the dead line

Rubrics for the J –Component

Review – I (Platform: MS teams)		
Rubric / Marks	0 – 50 %	51 – 100%
Clarity in stating The objectives (Max marks: 8)	Objectives stated without much clarity	Objectives stated With sufficient clarity
Business pain (Max marks: 8)	If not appropriate to the slated objectives, but can be improved	Experiments designed are appropriate to the slated objectives and are feasible
Abiding to the time line (Max marks: 4)	Submission within additional two week days for completion	On or before the due date

Review – II (Platform: MS teams)		
Rubric / Marks	0 – 50 %	51 – 100%
Clarity in stating objectives (Max marks: 8)	The	Objectives stated much clarity
Business pain (Max marks: 10)	If not appropriate to the slated objectives, but can be improved	Experiments designed are appropriate to the slated objectives and are feasible
Progress check (Max marks: 8)	Progress is unsatisfactory	Progress is satisfactory
Abiding to the time line (Max marks: 4)	Submission within additional two week days	On or before the due date

Review – III (Platform: MS teams)		
Rubric / Marks	0 – 50 %	51 – 100%
Abiding to the slated objectives (Max marks: 8)	Slight deviation from the stated objectives	Experiments performed abide to the objectives slated
Business plan (Max marks: 10)	If not appropriate to the slated objectives, but can be improved	Business plan executed well
Clarity and without errors in report writing (Max marks: 6)	Report written without much clarity and with errors	Report written with sufficient clarity and free of errors
Report written abides to the given format (Max marks: 6)	Report written deviates from the given format	Report written abides to the given format
Knowledge gained (Max marks: 8)	Response to the questions was not satisfactory	Answered the questions satisfactorily during the presentation
Presentation skills (Max marks: 8)	Sufficient care not taken in the preparation of the slides and lacking clarity in the presentation	Take care in the preparation of the slides and presented with clarity
Abiding to the time line (Max marks: 4)	Submission within four week days after the due date	On or before the due date

Note:

Submissions after the specified dates will be given zero marks

Submission format (Review III):

Report should contain Name, registration number, course details, title of the project, objectives, methodology, analysis and the results obtained with appropriate discussion on the results obtained. Additionally, presentation should be done using power point.