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LEVEL 5 ASSESSMENT SPECIFICATION

Student name:	Mohammad Fattah Jamalullail Bin Mohd Farid	Student ID number:	2244739
Programme:	IUMW Business Administration (Dual Award)		
Module:	Changemakers: Creativity and Value Creation		
Module code:	IUBA5002	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Emma Roberts	Internal Verifier:	Vic Saunders
Assignment Title:	E-Portfolio Evidence of Learning	Word count (or equivalent):	2000 words or equivalent
Submission deadline:	30th July 2024	Return date of provisional marks & written feedback:	50%

**Submission
method:**

All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.)

Alternative submission method (if applicable):

Late submission of the assessment will result in a late penalty mark:

Work which is submitted up to 1 week late will be capped at 40% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim.

Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.

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Introduction

There is one topic that is pertinent for the BBA in Entrepreneurship: “The Challenges of Scaling a Startup.” Often, the founders develop successful startups but cannot grow them. By scaling, an organization means expanding the business in a way that cope with the increased demand in such a manner that can easily meet it without necessarily having to lower their quality standards. Due to business expansion, the flow of all resources such as finances, human capital, and available capacities is not easily manageable. Expanding to new markets or just expanding existing ones, involves changes in the product that is being sold or the service that is being delivered which may not be easy. Accurate forecasting of the right amount of capital needed for growth and yet staying out of debt to ownership or control of the company is not easy. This issue covers areas of strategies in business, behavior in organizations, finances, and marketing, which are part of a BBA course. An appreciation of these challenges enables the students to understand what is required of him or her in order to efficiently manage and or expand the business. This issue is a vast topic that discusses a number of facets of entrepreneurship and is thus perfectly suitable to be covered in BBA programs.

Research Question

What are the best practices to scale a startup and how should one manage the accompanying challenges for the growth and sustainability of the business?

Value of the Research

The problem of scaling those startups remains one of the most pressing concerns that the startups’ founders experience. Although starting a new venture always attracts visibility, the ability to grow a business to maturity also deservedly requires attention and is far from being so simple. The objective of this research is to identify various factors that would determine the

scalability of startups and they include; resource management, market adaptation, operational excellence, funding as well as sustaining organizational culture. This knowledge is very important to the field of entrepreneurship most especially when it comes to the BBA studies because it prepares the future entrepreneurs on how to tackle the issues of growth. The information that is likely to be gathered from this study might help in advancing the understanding of the process of growth in startups and thus add to the advancement of the discourse in the field of entrepreneurship. It can also inform business education where examples and real-life experiences that can be used as teaching tools can be provided and increase preparedness of any aspiring business person. Also, the research may provide value for practice for startups' owners and founders as well as investors and policymakers. For founders, the insights could help them to make enhanced strategic decisions and implement them with higher efficiency during the scaling process. The work could therefore help investors select startups that are more likely to scale so as to make better investment choices. The research could be used by policymakers to design friendly environments that push the emergence of start-ups towards enhancement of innovation and growth of the economy.

Research Approach

The type of study chosen for this research method is abductive, and it is incorporated with a mixed method.

Abductive Reasoning:

Abductive reasoning is more appropriate for this study because they involve generating several propositions and hypotheses from the data that has been collected. Unlike deductive reasoning that work with theories or inductive reasoning that establish theories from specific observation, abductive reasoning is used of creating new hypothesis from miraculous or obscure observation. In the process of this research, abductive reasoning will assist in looking at some aspects that have not been considered before when it comes to factors that contribute to scaling of startups.

Mixed Methods:

As the research question asks for evaluation, it is best to employ both qualitative and quantitative studies. The challenges involved in scaling up startups entail the type of cross disciplinary thinking and analysis of data-based information (for instance, statistical analysis of success rates and funding amounts, different growth markets) and the qualitative analysis involving interactive methods like interviews with successful entrepreneurs and case studies of successful and failed scaling up experiences.

Quantitative Approach:

The quantitative component of the investigation will consist in the analysis of numeric data concerning the quantitative performance of the startup ventures in terms of revenues, market share, and funding. This will help to determine which factors if present are strongly correlated with the ability to scale successfully.

Qualitative Approach:

The qualitative part will involve conducting interviews with selected entrepreneurs, investors, and other professionals who have practical experience in scaling start-ups. This will give rich contextual information of the problem and solutions related to scaling that will be hard to come by if one has to do with questionnaires.

Primary Data Collection:

Surveys: Quantitative data on scaling experiences will be obtained through surveys given to a larger sample of startup founders and employees. The surveys will contain closed-ended questions (for example, Likert-type questions) that will be used to measure some aspects of scaling (for example, perceived difficulty in obtaining funding) and open-ended questions to give respondents an opportunity to share their experiences of scaling.

Secondary Data Collection:

Literature Review: About the literature Previous study in the area of start-up scaling, entrepreneurship, and business growth will be reviewed in detail. These sources will include journals, magazines, and research papers and articles, market analysis reports, and articles, case studies of successful and unsuccessful startup scaling. The literature review is going to assist in

situating the research in the existing landscape and in determining where this particular study may fit in.

Sample Size:

Surveys: The survey component will involve the collection of data from a sample of approximately 20 participants. This size would be enough to obtain statistically reliable results at the same time offering the possibility of further segmentation (for example, comparing startups in different industries or at different levels of development).

Secondary Data: Example sources of secondary data contain at least 5 case studies and datasets that will be used for analysis. This helps in the development of a diverse spectrum of knowledge of how startups are scaling in different environment

Conclusion

The goal of the research reported under this proposal will be to make a profound impact on what is currently known and understood about entrepreneurship by studying one of its most pressing issues, namely scaling of startups. As such, through an abductive and mixed method approach, the study will also bring about new propositions about the factors that may lead to successful scaling. Using both primary and secondary data and purposive and snowballing sampling techniques will ensure that the study collects a vast amount of data that will be useful in both theoretical and practical research. Consequently, the outcomes of this work can be useful for future business start-ups, investors, and policy-makers for the creation of new better approaches to start-up scaling and sustainable growth.

Conference Poster



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