

ASSIGNMENT SPECIFICATION

Student name:	<i>Assignments will not be accepted without a name here</i>	Student P number:	<i>Assignments will not be accepted without P number</i>
Programme:	BA/MArts (Hons) Creative Computer Games Design	Faculty/School:	FAD / SGDA
Module:	Entrepreneurship	Module Level (4, 5, 6, 7):	5
Module code:	M5X01572	Contribution to Overall Module Assessment (%):	100%
Lecturer:	Ian Simmons	Internal Verifier:	Jon Carroll
Assignment Title:	Business Plan and Presentation	Assignment No (x of x):	1 of 1

Hand Out Date:	30/01/2017 (TBC)	Plan Hand-in	27/03/2018	Feedback Date:	By 06/06/2018
		Assessment Date:	08/05/2018		

Referencing:	Written coursework submissions: In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, title of book, edition, publisher: place of publication). Harvard or APA referencing systems is accepted. Practical coursework submissions: You must give credit to designers or artists whose work you have used to inspire your own. Where specific designs or images have been used in your development work you must indicate the name of the ‘author’ and details of the source of the work (e.g. book, journal, website etc.).			
Disclosure:	I declare that this assignment is all my own work and that I have acknowledged all materials used from the published or unpublished works of other people. All references have been duly cited.			
Student’s Signature:	<i>Assignments will not be accepted without a signature here and date ></i>	Date of submission:		
Turnitin: Lecturer to tick to indicate if an electronic version of the assignment must be submitted to Turnitin. If both electronic and hard copy submissions are required then both versions MUST be submitted by the same deadline. No marks will be released until both submissions are received. Note: the Turnitin version is the primary submission and acts as a proof of receipt for the student. A paper receipt must be completed for hard copy submissions, including portfolios and other design work.			YES	
			NO	✓

Penalties for late submission: Up to one week late, maximum mark of 40% for first attempt.
Work cannot be accepted after 1 week and will be recorded as a non-submission, 0%.

- The Assignment Specification Form **MUST** be at the front of all assignment submission. Assignments will not be accepted without this form, as it is a requirement that you sign the disclosure regarding referencing conventions.
- DO NOT** include this form in your Turnitin submission or it will match many similarities with other students' submissions.

This form must be signed and submitted with your assignment

ASSIGNMENT DESCRIPTION

Learning Outcomes

Module Learning Outcomes being Assessed:

1. Initiate, contextualize, define and develop either a business idea or project proposal for an external funding agency (e.g. bank, gallery, Arts Council or Regional Film Agency) including a clearly articulated range of enterprise skills required and marketing and indicative financial considerations.
2. Demonstrate effective key skills and team working ability, including planning, organisation, reflexive thinking, and decision-making, communication and group presentation/pitching skills.

Task

The Venture Plan and Pitch.

Whether you are starting a business, developing a project within an existing company or applying for a research grant, you will need to provide interesting, factual and convincing information about your work and objectives that is usually found in a Venture Plan.

Venture Plans are a fundamental part of any company's growth strategy, whether it is for the initial setting up stage or for later company or product development. They are used for raising funds, supporting bids for grant aid, to support collaborative working initiatives with other companies, to develop a product within a company or a personal product you want to pitch to your boss.

This assignment requires you to form groups of 4-6 members. Together you must generate or identify a product or service opportunity and produce a professional venture plan that describes how you intend to develop this opportunity. Your teams should reflect as broad a range of skills as possible. This will enable groups to delegate tasks and share experiences that will maximise your team's effectiveness.

Each member should take a key role e.g. Operational Manager, Marketing Manager, Financial Manager/Company Secretary, Technical Manager, Creative Manager etc.

The Venture Plan should be for the first year of the business or project plan.

Innovation, initiative and entrepreneurial activity will be rewarded.

The presentation of the Plan creates an instant impression on the reader. Whatever your objectives are, it is essential to keep the reader interested in the material you present.

Make sure your layout is clear, with numbered pages and a full contents page. Utilise appendices for background information so that the main body remains clear and uncluttered.

For the purpose of the assignment and for your later reference in years to come, include a reference list, bibliography and acknowledge those people who have helped you. (Use the Harvard reference system)

One venture plan per group is to be handed in, but **each** student must also write a short report (approx. 1000 words) detailing their role in the group and outline the research they personally undertook. These reports can be included in the overall plan but make sure the student name is on each one.

You will be expected to be pro-active in your research.

This form must be completed, signed and submitted with your assignment

Guidance for Students in the Completion of Tasks

Business Plan Format

The format is just as important as the content when writing your business plan. Always bear in mind that the person reading your plan may be a busy bank manager or investor. If the plan is poorly presented or badly laid out and they find it difficult to assimilate the information, you will lose your credibility and they will quickly lose interest. Here are the main requirements for the style and presentation:

Cover Page

Include the company name, logo, plan period, document date and, if necessary, a confidentiality clause. This gives a professional 'feel' to the document to start with.

Contents Page

Always include a contents page so the reader can see all the headings at a glance, and page numbers so relevant sections can be quickly found.

Executive Summary/Mission Statement/Vision/Objectives

This should summarise the key points of the plan and although placed at the beginning it is not completed until last. Essential for time-pressed investors. They will read it first - if they like it they will read on, if not, they will probably go no further.

Introduction Section

Giving background details of the business idea, what the business does or will do, and trading activities to date if applicable. A SWOT analysis could also be included here.

Business Objectives

The broad aims of the business and the owner, stated under:

- Short-term objectives (first 12 months)
- Medium-term objectives (1 – 3 years)
- Long-term objectives (5 years time)

These should be SMART; specific, measurable, achievable, realistic and time bound.

Marketing Section

- Market Analysis. Details of Market Research carried out and any test marketing done. Analysis of own customer base and competitive activity. Market size and trends.
- Marketing Strategy. Explain the product or service to be provided, what is special or different about it and how it will be sold or distributed.
- Marketing Plan. Explain how the product or service provided by the business will be advertised and details of any planned promotional activity including costs.

Personnel Section

Giving an overview of who will run the business, their capabilities, background, experience and achievements in related fields. Explain roles of key personnel, any skills or training requirements and what are the personnel policies and procedures.

Operations Section

Explain the operational processes involved. What items will be needed and how much will they cost? Will funding be required for these? Give details of the premises planned - size, location, tenure, cost, rent review etc. Explain how quality control, stock control and health & safety issues will be dealt with.

Finance Section

Write a brief resume of the key aspects of the financial projections, including sales, overhead and capital expenditure, and describe how the assumptions have been arrived at. Specify finance needed and where it will be obtained.

Risk Assessment

It is unlikely that any business plan is without risk. Confront any possible problems or potential threats and show how it is proposed to deal with these.

Appendices

- Attach financial projections. To include Cash Flow forecast for 1 year and break even analysis.
- Attach any detailed technical specifications, brochures, drawings or photos of products.
- Attach CVs of owner and key personnel
- Attach any relevant information about the premises – estate agents details, photos etc.

Page presentation

Head up each page with the company name and put page number at the bottom. Don't cram the page with lengthy paragraphs. Use headings and bullet points, so the reader can pick up the essentials easily. Any supporting details should be attached in the Appendices, but signposted in the main body of the plan.

Sections

Start each section on a new page.

Terminology & Writing Style

Do not try to impress with industry jargon or technical terms that the reader may not understand. Write in layman's terms, in the third person and avoid any personal viewpoints. Make sure the spelling is correct and grammar accurate.

Financial Spreadsheets

It is crucial that these are easy to read. Present them so that the essential information for each year fits on to an A4 page. Supporting information should be shown on separate pages. Include all these in the Appendices.

Appendices

As well as the financial figures, you can include any items of detail here – CVs, photos, drawings etc. This makes it easier to read the main body of the document without getting sidetracked.

Assessment & Feedback

Research and Analysis

- Demonstrate the use of a wide range of research materials and reference them using appropriate conventions.
- The quality of the research sources is appropriate for Level 6 academic work.
- The quality of research is commensurate with level 5 academic work.
- Referencing has been carried out using the Harvard System.

Development

- Appropriate solutions have been identified.
- Individual solutions can be seen to be part of an overall strategy.
- All promotional materials evidenced have been created to a level commensurate with professional practice.
- Data is accurate and presented in suitable formats.

Subject Knowledge

- There is an understanding of the social, technological, and economic contexts in which the subject exists.
- The venture plan demonstrates comprehension of key concepts.
- Key terms have been identified and clearly defined.

You will need to include the following sections in your venture plan;

- Executive Summary – Summary of each section of your plan – written last but put at the front of your plan.
- Mission Statement - should spell out ventures overall goal, provide a path, and guide decision-making.
- Objectives – Must be SMART; specific, measurable, achievable, realistic and time bound.
- The Management Team is identified, with clear roles allocated to each team member.
- Product or Service – Description of product/service, cost breakdown, price to customer etc.
- The Market – customers, competitors, trends – Undertake primary and secondary research into your potential market – who will your customers be?
- Marketing Strategy – how will you raise awareness of, and promote, your product/service?
- Operations & Health & Safety, Risk Assessment - Identify risks and have contingencies in place to deal with them.
- SWOT Analysis – Identify Strengths, Weaknesses, Opportunities and Threats for your venture.
- Cash Flow & Summary – One year cash flow forecast.

Presentation & Communication

- Did the student take care in his/her personal appearance to give a good impression with regard to the current scenario?
- Did the student carry themselves in a professional manner, including politeness and clarity?
- Were they able to field questions successfully and accurately using technical language appropriate to their disciplines?
- Did the student make effective use of the time available to present useful, relevant information with a good balance between technical details and creative application?
- Did the student exploit the potential of multimedia in the presentation?

Professional Practice

- Did the student contribute fully to the group objectives?
- Did the student meet final and interim deadlines set by the group?
- Did the student take an active part in all parts of the business planning and presentation?

COMMON ASSESSMENT AND MARKING CRITERIA

ASSESSMENT CRITERIA	OUTRIGHT FAIL	MARGINAL FAIL	SATISFACTORY	GOOD	VERY GOOD	EXCEPTIONAL	
	0-34%	35-39%	40-49%	50-59%	60-69%	70-79%	80-100%
1. Research & Analysis Systematic exploration and selection of sources; effective interpretation and evaluation of findings.	Limited or no material presented with limited or no evidence of critical enquiry.	Material presented indicates a basic degree of insight and is of limited relevance to the task.	Material presented is adequate and relevant demonstrating the application of standard research techniques.	Material presented shows a good range of sources, is well organised and interpreted in a manner relevant to the task.	Connections have been made between sources and qualitative judgements have been made in the interpretation of these findings.	Research is extensive, well documented and critically evaluated with new personal judgements made and applied.	Research and exploration is impressive both in extent and depth and the level of interpretation and critical insight is highly advanced.
2. Development Formulation of innovative and effective concepts through appropriate application of problem solving, creative experimentation and testing methods.	Limited or no engagement with the practical and creative processes of ideation.	Basic proposals have been made but limited in scope and lacking in considered and focused development processes.	Proposals are adequate and are delivered within a familiar and well established framework of methods.	Proposed concepts are formulated with a good degree of detail through the use of a variety of systematic and exploratory methods.	Concepts display innovative ideas within established territories, which are well resolved through sound practical and creative processes.	Proposals respond effectively to unfamiliar or new conceptual territories and expand perceptions of process and/or product.	Proposals both challenge and extend the conceptual territory and set new benchmarks for innovation and effectiveness within the field.
3. Technical Skill Effective utilisation of appropriate materials, tools and techniques and the level of skill demonstrated in their application to the realisation process.	Limited or no awareness and utilisation of tools and techniques are demonstrated.	Rudimentary processes may have been applied but without consideration and competence.	Skills demonstrated display adequate awareness and appropriate application of standard materials and methods.	Controlled application of a range of materials and methods with good standards of finishing evident.	Communication of intent is fully executed demonstrating diversity of process and effective technique.	Extensive and highly advanced technical skills in established processes demonstrating sensitivity and excellence in idea realisation.	Outstanding levels of technical skill in all aspects of the realisation process demonstrating the assimilation and development of cutting edge processes and techniques.
4. Subject Knowledge Understanding and application of concepts and underlying principles associated with the discipline and the specific context of study.	Unable to grasp or communicate key principles or knowledge.	Limited understanding and communication of key principles or knowledge.	Evidence of basic understanding of the relevant concepts and underlying principles.	Knowledge is accurate and effectively applied in relation to the specific context.	Knowledge is extensive and the understanding of the context exhibits awareness of the breadth and depth of established views.	Knowledge has been assimilated and individual and personal perspectives have been formulated and debated with effectiveness.	Discipline and context specific knowledge are substantive and a highly advanced synthesis of these elements creates new or expanded perspectives.
5. Presentation & Communication Clarity and effectiveness in the deployment of appropriate media to communicate a message relevant to specialist and non-specialist audiences.	Appropriate media for communication have not been identified or applied effectively.	Limited awareness of the audience and a lack of clarity and organisation are demonstrated.	Basic awareness of the audience and clarity of message is demonstrated in deployment of standard communication forms.	Selection and application of media and conventions show good understanding of the audience and context.	Communication media have been selected and deployed to maximise impact for the selected audience and context.	Individual stylistic approaches have been implemented to communicate to a diverse range of audiences in a highly compelling and effective way.	Presentation and communication methods employed are not only highly individual, compelling and effective but also combine media in an innovative way.
6. Personal Learning & Development Personal responsibility demonstrated in managing own learning through programme engagement, self-directed study and reflective practice.	Little or no responsibility taken for own learning demonstrated by poor attendance, engagement and reflection.	Inconsistency in programme engagement and poor awareness of personal learning and development needs.	Evidence of some reflective practice contributing to appropriate effort and engagement to further personal development.	Evidence of regular reflective practice and awareness of individual strengths and weaknesses demonstrable in core learning and self directed study.	Reflective practice and individual development is extended beyond core learning, is well managed and documented.	Full responsibility for own learning and development is evidenced in detail demonstrating critical appraisal of purpose, progress and future direction.	Outstanding level of engagement with all elements of the programme enhanced by the personal drive and passion to extend learning beyond established parameters and into new domains.
7. Professional Practice Demonstrates those attributes expected in professional practice including individual initiative, project management, collaborative working and inter-personal skills.	No demonstrable understanding of professional expectations and does not work effectively as an individual or with others.	Poor level of productivity as an individual or in a collaborative context, ineffective management and little understanding of professional life.	Demonstrates awareness of the relevant attributes for professional practice and delivers work to the minimum requirements as an individual and/or in collaboration.	Works to the relevant standards and meets most requirements as stipulated in both individual and team working scenarios.	Meets most or all of the relevant standards and in some areas exceeds the requirements as stipulated, taking control of some aspects of project management.	Often works above the relevant standards and exceeds the requirements as a team member, leader or individual in a variety of working scenarios	Always works well above the relevant standards and demonstrates outstanding individual and collaborative professional attributes in every working scenario encountered.

STUDENT SELF EVALUATION FORM (UG)

Student Name:		Student P Number:	
Programme:	BA/MArts (Hons) CCGD		
Module:	Entrepreneurship	Module Level (4, 5, 6):	5
Module Code:	M5X01572	Contribution to Module:	100%
Assignment Title:			

Common Assessment Criteria Applied	Level of Achievement															
	Outright Fail				3 Satisfactory			2:2 Good			2:1 Very Good			1 st Exceptional		
	F				D			C			B			A		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	0-15%	16-30%	31-34%	35-39%	40-43%	44-46%	47-49%	50-53%	54-56%	57-59%	60-63%	64-66%	67-69%	70-79%	80-89%	90-100%
	MF															
1. Research & Analysis																
2. Development																
3. Technical Skill																
4. Subject Knowledge																
5. Presentation & Communication																
6. Personal Learning & Development																
7. Professional Practice																

Please comment on areas in which you feel that you have performed well:

Please comment on areas that you feel you need to develop:

Student Signature:

Date: