



Course Name: Lean Start-up Management
Slot: TAA1

Course Code: MGT 1022
Class Number: CH2022231000601

Fall Semester 2022-23

Assessment Rubrics

Course Outcomes:

- CO1: Understand developing business models and growth drivers
- CO2: Use the business model canvas to map out key components of enterprise
- CO3: Analyze market size, cost structure, revenue streams, and value chain
- CO4: Understand build-measure-learn principles
- CO5: Foreseeing and quantifying business and financial risks

Assessment Methodology (Theory Component):

Methodology	Max. Marks	Weightage	Due Date
DA-1	20	20	24.08.2022
DA-2	20	20	14.09.2022
DA-3	20	20	05.10.2022
DA-4	20	20	16.10.2022
DA-5	20	20	09.11.2022

Assignment Topic and Assessment Rubrics:

You have to answer all the cases/questions/problems and upload the document. The details of these have been uploaded in VTop.

Rubrics/ Marks	0 – 50%	51 – 100%
Report writing/ Problem Solving	Case analysis report/ problem solution is irrelevant and the information is just copied.	Analysis report written/ solution is correct and the information/ content/ method is from original thinking.
Suggestions on alternate methodology	Methodology/ Concept suggested but not appropriate	Methodology/ Concept is relevant and feasible solution
Abiding by the timeline	Submission after specified deadline	Submission on or before the deadline