**M060CL – Entrepreneurship: Developing The Business Plan**

**Coursework 1: Written Business Plan (100 marks of an overall of 75%)**

Word Count: 28 - 35 A4 pages

Date Due: as shown in **Blackboard**

**Late Submission/Absent**

* Work for assessment submitted after the notified deadline shall be awarded **ZERO Marks** or a Fail grade as appropriate.

**Coursework 2:**

* Assessment will be based on the written business plan.
* Submit the written business plan to Blackboard on or before the due date.
* Combine all the work you want to submit into ONE (single) **MICROSOFT Word**, **DO NOT** upload multiple documents for marking.
* Filename **MUST** include your module code, CW? PT or FT and full name.

e.g. M060CL\_CW2 FT First name\_Surname

* Only ONE final submission can be made.

**Follow the order and the required number of pages for each section listed below.**

Cover page (excluded from page count)

Executive Summary (2 pages but excluded from page count)

Chapter 1: Industry Analysis (3 - 5 pages)

Chapter 2: Company Description (2 pages)

Chapter 3: Market Analysis (3 - 5 pages)

Chapter 4: The Economics of The Business (5 pages)

Chapter 5: Marketing Plan (3 - 5 pages)

Chapter 6: Product (or Service) Design & Development Plan (2 pages)

Chapter 7: Operations Plan (2 - 3 pages)

Chapter 8: Management Team & Company Structure (2 pages)

Chapter 9: Overall Schedule (1 page)

Chapter 10: Financial Projections (3 pages).

Chapter 11: Recommendations (2 page)

References (excluded from page count)

Appendices (excluded from page count)

**Appendices**

* + detailed market research findings
  + key financial data including 2 years detailed cash flow
  + balance sheet and P&L summary with notes
  + detailed data on resources and costs with evidence
  + business contacts and suppliers
  + management profile details
  + other relevant supportive information originality

**Points to note:**

* Illustrations on every page
* Short paragraphs
* Reference for every paragraph
* In-depth & critical analysis

**Written Report Compliance**

* There is a page requirement for the Executive Summary and each of the 11 chapters.
* Total page count is from Chapter 1 through to Chapter 11 only and MUST be within 28 – 35 pages.
* CU APA referencing.

**Non-compliance to page count requirements will result in the Report being CAPPED at a maximum of 40 marks.**

* All references listed in Reference MUST be cited.

**Any listed reference NOT cited in the text will result in the Report being CAPPED at a maximum of 40 marks. Referencing includes relevant concepts and theories from text books, journal articles, websites, market research databases such as Mintel, company or industry sources. Pls use data source of NOT BEFORE (OLDER THAN) 2013. Beware of sources from the Internet (absolutely no Wikipedia).**

**Font and Page Layout**

* Font style: Arial
* Font size: 12 (body) 14 bold (header)
* 1.5 line spacing
* Top, bottom, left and right margins: 2.5 cm
* Page orientation: Portrait
* Pages should be numbered and indicated in the page footer

**Non-compliance to Font and Page Layout will result in L05: Style in marking rubric being CAPPED at a maximum of 40% or 4 marks.**

**Marking Rubric**

Refer to marking rubric in Blackboard for details.

**LO1: Business Opportunity (20 marks)**

Understand, analyse and evaluate the dimensions of the business opportunity in its dynamic context.

**LO2 Highlights (25 marks)**

Develop a coherent and integrated plan that identifies the appropriate strategy and tactics in entering or developing a specific market sector and recognises the operational and financial constraints to create a holistic concept.

**LO3 RESEARCH METHOD and L06 RESEARCH ANALYSIS (30 marks)**

**LO3:** Conduct the research and planning in a reflective and self-critical manner recognising the constraints of the resources and the risk environment in planning for the opportunity and its implementation.

**LO6**

Prepare a research proposal or feasibility study which critically reviews relevant current knowledge, reflects originality and demonstrates an understanding of relevant research methods and their limitations.

**LO4 OPERATIONS (15 mark)**

Identify and apply the relevant knowledge, capabilities and skills around project management; data collection to build the business model; creative and evaluative thinking; interpersonal skills to identify and build reliable and contributory network contacts as resources for the plan.

**Format and Structure (10 marks)**

Referencing and Citation: Acknowledgement of sources of written and visual information

|  |  |  |
| --- | --- | --- |
| 0 | **Fail** | No attempt, No submission, Absent |
| 1 – 29 | **Fail** | Unsatisfactory, Poor, Weak |
| 30 – 39 | **Fail** | Incomplete, Inadequate, Limited |
| 40 – 49 | **2:2** | Acceptable, Basic, Satisfactory |
| 50 – 59 | **2:2** | Appropriate, Fair, Reasonable |
| 60 – 69 | **2:1** | Commendable, Competent, Effective |
| 70 – 79 | **1st** | Strong, Proficient, Very good |
| 80 – 89 | **1st** | Articulated, Excellent, Highly impressive |
| 90 – 99 | **1st** | Superb, Outstanding, Original |
| 100 | **1st** | Extraordinary, Perfect, Publishable |