Assessment Instructions

Key Information:

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| **Assessment title:** | *Analysis of an entrepreneurial venture*  |
| **Module Name:** | *Entrepreneurship* |
| **Module Code:** | *306* |
| **Assessment weighting:**  | *30 marks* |

Assessment Task Instructions:

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| Core Task: You are required to write a research led and evidenced-based report which analyses GoPro.  |
| **Structure:**The report should provide full details of the following points:**Title Page****Table of Contents****Introduction** A brief description and history of GoPro, and the main activities carried out by the business. The introduction should include the objective of the report, when GoPro was set up, the personal traits and characteristics of the entrepreneur that has contributed to the entrepreneurial success GoPro, the mission and vision and the business ownership structure **Problem/ Gap Identification** What factors influenced the entrepreneur to start GoPro? What specific needs were identified in the industry that the business meets? What are the factors that are contributing to the business longevity / continuous existence? What are the challenges facing the business? What are the impacts of the business on the society ? Hint: SWOT / PESTEL tool**Evaluation and Recommendations-** Drawing from the findings of the above analytical tools, proffer recommendation for GoPro.**Reference List** **Appendices** |
| **Assessment reference style:**You should refer to a minimum of 4relevant sources for your report, most of which must be academic relevance such as books, journals, subject periodic. Web sites such as Wikipedia are not peer reviewed and therefore do not count as academic sources.Please refer to your module handbook bibliography for a list of useful resources. You must include a Harvard APA style reference list for in-text and at the end of your report, in the reference list   |
| **Expected word count:**You are expected to write 1000 words, following the specific structure outlined above. You are expected to fully utilise this limit and do not exceed 10% over the word count |

Learning Outcomes Assessed:

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| To show an understanding of the connection between an individual’s trait, idea and entrepreneurship, and how factors may hinder or support the success of a businessThe use of relevant academic sources to analyse, integrate and support ‘1’. |

Submission Requirements:

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| You must type your assessment in Arial font 11, with 1.15 spacing.You must submit the assessment electronically via the VLE module page, within the Assessment Theme. Please ensure you submit it via Turnitin as Word or Pdf.Assessments submitted after the submission deadline will incur penalties as per the College’s Assessment Rules and Regulations  |

Assessment Mark:

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| The assessment will be marked using the following marking criteriaIntroduction – A clear objective of the report and an overview of GoPro (2.5 marks)Problem and Gap Identification – A clear description of what inspired the establishment of GoPro and what product gap the business fulfils in the market (5 marks).Business / Market Analysis – A clear description of the success factorsA clear description of the challenges facing GoProGood use of SWOT / PESTEL (10 marks)Analysis - 10 marksAn evidence of independent thinking and insightStructure – Good use of academic sources, referencing and language (2.5 marks). You will receive mark in each of these categories and they sum up to overall marks |

Assessment Feedback:

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| A tutor will mark the assessment and provide you with a written feedback sheet and a grade for this task. You can use this feedback to guide your further learning on the module. |