



Unit: Entrepreneurship and Innovation Assignment

Summer 2019 - Summer 2022

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You must read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- All electronic media will be checked for plagiarism.

Introduction

This assignment consists of THREE (3) parts and accounts for 100% of the overall mark for this unit.

Assignment Notes

- You must complete all THREE (3) parts of this assignment.
- The total assignment should be **4,000 words** including all THREE (3) parts, but excluding the bibliography and appendix.
- Please submit your assignment as ONE (1) document structured as follows:

Part A: A report

Part B: A structured business plan with clear sections that includes a bibliography and appendix.

Part C: A pitch comprising a minimum of 4 to a maximum of 15 power point slides and accompanying notes. The notes will be included in the overall word count and should support the content of the slides.

Please see Guidance for Students at the end of this document for further information.

Assignment

Part A: Idea Generation

Generate an idea for a product or service. Produce a reflective account of how you generated and refined your idea.

You should include:

- The conclusions you have drawn from environmental scanning to identify the business opportunity. Include how your business idea was developed and why you rejected other ideas.
- The theories and methods of idea generation and creativity you have used to refine your idea.
- How you have introduced innovative concepts into your business idea or process.

Total 20 marks

Part B: Business Plan

Produce a business plan for your product or service. Your business plan must include the following sections:

- Executive Summary & Business Opportunity 10 marks
- Research Strategy & Strategic and Marketing Plan 25 marks
- Business Operation & Business Management 25 marks
- Finances & Risk 10 marks
- Bibliography
- Appendix

Total 70 marks

Part C: Pitch

Communicate your business opportunity to stakeholders and investors in a 5 minute power point presentation using a minimum of 4 to a maximum of 15 slides. Make brief notes where your slides need further explanation. You do **not** need to deliver the pitch. Please do **not** send a recording of your pitch. Submit the slides and notes **only** for assessment.

Your pitch should present, as succinctly as possible:

The market gap
The business opportunity
The business model
The investment and support needed

Total 10 marks

All documents and slides should be submitted in **one .ZIP file per student**, using the following filename format:

[student number]_[module]_[component]

For example: ***000123456789_EI_Assignment***

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensured that you have acknowledged all the sources that you have used in your work?

Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**

Have you ensured that your work has not gone over or under the recommended word count by more than 10%?

Have you ensured that your work does not contain viruses and can be run directly?

Guidance for Students

Purpose of the assignment:

The aim of this assignment is for you to generate an idea for a product or service, write a business plan and then produce a pitch for stakeholders and investors. Your business idea can be something new, something you've been thinking about for some time, or something you have already begun to develop.

You will not be judged on the commercial value or quality of the business idea itself, rather your work will be assessed based on your ability to research and identify a business opportunity, refine it based on the application of appropriate methodologies, produce a plan to deliver that product, and write a pitch to investors. Clear evidence based on good research and thorough critical understanding and use of the theories, approaches and methods you have learnt whilst studying this unit will achieve far more marks than a commercially viable idea that isn't supported by this rigorous approach.

On completion of this assignment, you should have produced a plan and pitch that you could use to launch and run a business. If you *have* generated a commercially viable idea, who knows where it could take you!

Academic Rigour

It is important that you use the theories, approaches and methods that you have studied in this unit and from your own wider reading. You should give clear and specific justification for the plans you present based on thorough independent research, clear critical understanding of appropriate methodologies, and detailed analysis.

You should cite every source you use and give clear references. We recommend the Harvard referencing system, but any standard system is acceptable, as long as it is consistent.

Your assignment must, of course, be entirely your own work and there are severe penalties for plagiarism outlined in the NCC documents *What is Academic Misconduct? Guidance for Candidate* and *Avoiding Plagiarism and Collusion: Guidance for Candidates*.

Word Count

The word count for this assignment is **4,000 words**. Pay careful attention to the mark allocation for each section so you don't spend too much time on any one section.

Mark Scheme

Please also read the mark scheme thoroughly. The mark scheme outlines what you need to achieve to gain marks in each section. It will give you a good idea of the areas you need to explore and the information, analysis and conclusions you need to present in each section. It will also show you how effective and thorough your work needs to be.

Format:

Part A: A report

Part B: A structured business plan with clear sections that includes a bibliography and appendix.

Part C: A pitch comprising a minimum of 4 to a maximum of 15 power point slides and accompanying notes. The notes will be included in the overall word count and should support the content of the slides. You do **not** need to actually deliver the pitch, so please do **not** send a recording of you delivering it. Submit the slides and notes **only** for assessment.

Appendix

Your appendix should be no more than FOUR (4) pages long. You should use it to present supporting information that is too detailed to include in the body of your assignment.

Your appendix is not included in your word count and is not allocated any marks. A well-produced appendix can, however, support your overall idea, plan and pitch, and help you gain marks for those sections. You should only include **relevant** information in your appendix and make reference to documents in your appendix in the body of the assignment.

You might include things such as; Details of your market research, a list of assets and other financial information such as: start-up expenses, personal survival budget, cashflow and profit and loss predictions etc

There is no penalty for not including an appendix, but, without it, you might miss out on marks or struggle to demonstrate that your ideas and plans are supported by relevant research and clear operational and financial planning.

Bibliography

You should include a bibliography that references all information you have used (printed and online materials) to produce your assignment.