



Ofqual QAN	<i>Sample</i>
Quartz ID	<i>Sample</i>
Qualification	Level 3 Diploma in Business / Level 3 Extended Diploma in Business

Unit ID	<i>Sample</i>
Assessment	Developing Entrepreneurship
Assessment Type	Global Assignment
Assessment Cycle	<i>Sample</i>

Analysing an entrepreneurial case

SAMPLE Marking Scheme

Markers are advised that, unless a task specifies that an answer be provided in a particular form, then an answer that is correct (factually or in practical terms) **must** be given the available marks. If there is doubt as to the correctness of an answer, the relevant NCC Education materials should be the first authority.

This marking scheme has been prepared as a **guide only** to markers and there will frequently be many alternative responses which will provide a valid answer.

Each candidate's script must be fully annotated with the marker's comments (where applicable) and the marks allocated for each part of the tasks.

Throughout the marking, please credit any valid alternative point.

Marker's comments:

Moderator's comments:

Mark:

Moderated mark:

Final mark:

Penalties applied for academic malpractice:

Important note on word counts:

Assignments which exceed the wordcount by more than 10% will be marked but markers must not read any words that exceed the 10% leeway, no marks will be awarded, and no feedback provided for any text beyond this prescribed limit.

Markers must indicate on the script and in the marking breakdown the point at which the limit is reached which is, by definition, where they have stopped marking.

Task 1 – 20 Marks

Provide an overview of the case and state why you selected the case.

Word target = 800 words

Mark Scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-4	Limited demonstration of collecting and evaluating valuable information and data. Minimal reference to course material, such as the form of entrepreneurial practice, application of enterprise behaviours, and the type of entrepreneurship.
	5-8	Basic understanding demonstrated with some collection and evaluation of valuable information and data. Limited linkage to course material, such as the form of entrepreneurial practice, application of enterprise behaviours, and the type of entrepreneurship. Basic discussion of relevant concepts.
Level 2: Intermediate Understanding	9-12	Clear demonstration of collecting and evaluating valuable information and data. Adequate linkage to course material, such as the form of entrepreneurial practice, application of enterprise behaviours, and the type of entrepreneurship. Some detailed discussion of relevant concepts.
	13-16	Good understanding demonstrated with detailed collection and evaluation of valuable information and data. Comprehensive linkage to course material, such as the form of entrepreneurial practice, application of enterprise behaviours, and the type of entrepreneurship. Clear and detailed discussion of relevant concepts.
Level 3: Advanced Understanding	17-18	Excellent demonstration of collecting and evaluating valuable information and data. Thorough linkage to course material, such as the form of entrepreneurial practice, application of enterprise behaviours, and the type of entrepreneurship. Detailed and critical discussion of relevant concepts with well-supported conclusions.
	19-20	Outstanding demonstration of collecting and evaluating valuable information and data. Extensive and critical linkage to course material, such as the form of entrepreneurial practice, application of enterprise behaviours, and the type of entrepreneurship. Highly convincing discussion of relevant concepts, showing depth of analysis and originality.

Task 2 – 20 Marks

Describe the role of the entrepreneur in the case of your choice.

Word target = 800 words

Mark Scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-4	Limited demonstration of collecting and evaluating valuable information and data. Minimal reference to course material, such as the three Cs of entrepreneurial mindset and different types of values.
	5-8	Basic understanding demonstrated with some collection and evaluation of valuable information and data. Limited linkage to course material, such as the three Cs of entrepreneurial mindset and different types of values. Basic discussion of traits, skills, and mindsets.
Level 2: Intermediate Understanding	9-12	Clear demonstration of collecting and evaluating valuable information and data. Adequate linkage to course material, such as the three Cs of entrepreneurial mindset and different types of values. Some detailed discussion of traits, skills, and mindsets.
	13-16	Good understanding demonstrated with detailed collection and evaluation of valuable information and data. Comprehensive linkage to course material, such as the three Cs of entrepreneurial mindset and different types of values. Clear and detailed discussion of traits, skills, and mindsets.
Level 3: Advanced Understanding	17-18	Excellent demonstration of collecting and evaluating valuable information and data. Thorough linkage to course material, such as the three Cs of entrepreneurial mindset and different types of values. Detailed and critical discussion of traits, skills, and mindsets with well-supported conclusions.
	19-20	Outstanding demonstration of collecting and evaluating valuable information and data. Extensive and critical linkage to course material, such as the three Cs of entrepreneurial mindset and different types of values. Highly convincing discussion of traits, skills, and mindsets, showing depth of analysis and originality.

Task 3 – 20 Marks

Apply the five principles of effectuation to your case.

Word target = 800 words

Mark Scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-4	Limited understanding of the principles of effectuation. Minimal reference to course material and specific examples from the chosen case.
	5-8	Basic understanding demonstrated with some reference to the principles of effectuation. Limited linkage to course material and specific examples from the chosen case. Basic discussion of the Bird in Hand, Affordable Loss, Crazy Quilt, Lemonade, and Pilot in the Plane principles.
Level 2: Intermediate Understanding	9-12	Clear understanding of the principles of effectuation. Adequate linkage to course material and specific examples from the chosen case. Some detailed discussion of the Bird in Hand, Affordable Loss, Crazy Quilt, Lemonade, and Pilot in the Plane principles.
	13-16	Good understanding demonstrated with detailed reference to the principles of effectuation. Comprehensive linkage to course material and specific examples from the chosen case. Clear and detailed discussion of the Bird in Hand, Affordable Loss, Crazy Quilt, Lemonade, and Pilot in the Plane principles.
Level 3: Advanced Understanding	17-18	Excellent understanding of the principles of effectuation. Thorough linkage to course material and specific examples from the chosen case. Detailed and critical discussion of the Bird in Hand, Affordable Loss, Crazy Quilt, Lemonade, and Pilot in the Plane principles with well-supported conclusions.
	19-20	Outstanding understanding demonstrated with insightful reference to the principles of effectuation. Extensive and critical linkage to course material and specific examples from the chosen case. Highly convincing discussion of the Bird in Hand, Affordable Loss, Crazy Quilt, Lemonade, and Pilot in the Plane principles, showing depth of analysis and originality.

Task 4 – 20 Marks

Discuss the role of trust and legitimacy in your case.

Word target = 800 words

Mark Scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-4	Limited understanding of risk management and coping with uncertainty. Minimal reference to course material and specific examples from the chosen case.
	5-8	Basic understanding demonstrated with some reference to risk management and coping with uncertainty. Limited linkage to course material and specific examples from the chosen case. Basic discussion of how the chosen case has built trust and legitimacy, including Sheppard and Sherman's (1998) framework.
Level 2: Intermediate Understanding	9-12	Clear understanding of risk management and coping with uncertainty. Adequate linkage to course material and specific examples from the chosen case. Some detailed discussion of how the chosen case has built trust and legitimacy, including Sheppard and Sherman's (1998) framework.
	13-16	Good understanding demonstrated with detailed reference to risk management and coping with uncertainty. Comprehensive linkage to course material and specific examples from the chosen case. Clear and detailed discussion of how the chosen case has built trust and legitimacy, including Sheppard and Sherman's (1998) framework.
Level 3: Advanced Understanding	17-18	Excellent understanding of risk management and coping with uncertainty. Thorough linkage to course material and specific examples from the chosen case. Detailed and critical discussion of how the chosen case has built trust and legitimacy, including Sheppard and Sherman's (1998) framework, with well-supported conclusions.
	19-20	Outstanding understanding demonstrated with insightful reference to risk management and coping with uncertainty. Extensive and critical linkage to course material and specific examples from the chosen case. Highly convincing discussion of how the chosen case has built trust and legitimacy, including Sheppard and Sherman's (1998) framework, showing depth of analysis and originality.

Task 5 – 20 Marks

Reflect on the importance of entrepreneurial networks and networking in your case.
Word target = 800 words

Mark Scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-4	Limited understanding of the advantages of entrepreneurial teams. Minimal reference to course material and appropriate terminology.
	5-8	Basic understanding demonstrated with some reference to the advantages of entrepreneurial teams. Limited linkage to course material and appropriate terminology. Basic discussion of human capital, social capital, and team roles identified by Meredith Belbin.
Level 2: Intermediate Understanding	9-12	Clear understanding of the advantages of entrepreneurial teams. Adequate linkage to course material and appropriate terminology. Some detailed discussion of human capital, social capital, and team roles identified by Meredith Belbin.
	13-16	Good understanding demonstrated with detailed reference to the advantages of entrepreneurial teams. Comprehensive linkage to course material and appropriate terminology. Clear and detailed discussion of human capital, social capital, and team roles identified by Meredith Belbin.
Level 3: Advanced Understanding	17-18	Excellent understanding of the advantages of entrepreneurial teams. Thorough linkage to course material and appropriate terminology. Detailed and critical discussion of human capital, social capital, and team roles identified by Meredith Belbin, with well-supported conclusions.
	19-20	Outstanding understanding demonstrated with insightful reference to the advantages of entrepreneurial teams. Extensive and critical linkage to course material and appropriate terminology. Highly convincing discussion of human capital, social capital, and team roles identified by Meredith Belbin, showing depth of analysis and originality.

Learning Outcomes matrix

Task	Learning Outcome(s) / Assessment Criteria assessed	Marker can differentiate between varying levels of achievement
1	1 and 5	Yes
2	1 and 5	Yes
3	3 and 5	Yes
4	2 and 5	Yes
5	4 and 5	Yes

Grade descriptors

Learning Outcome	Pass	Merit	Distinction
1 Describe different forms of entrepreneurial practice around the world	Demonstrate adequate understanding of the forms of entrepreneurial practice.	Demonstrate robust understanding of the forms of entrepreneurial practice.	Demonstrate highly comprehensive understanding of the forms of entrepreneurial practice.
2 Identify and describe entrepreneurial opportunities and risk	Demonstrate adequate identification and description of entrepreneurial opportunities and risks.	Demonstrate robust level of identification and description of entrepreneurial opportunities and risks.	Demonstrate highly comprehensive level of identification and description of entrepreneurial opportunities and risks.
3 Analyse contexts and perspectives of entrepreneurship using theories, concepts and frameworks, with a particular focus on the implications for practice	Demonstrate adequate and appropriate analysis of contexts and perspectives of entrepreneurship using theories, concepts and frameworks, with a particular focus on the implications for practice	Demonstrate sound and consistently appropriate analysis of contexts and perspectives of entrepreneurship using theories, concepts and frameworks, with a particular focus on the implications for practice	Demonstrate detailed and highly appropriate analysis of contexts and perspectives of entrepreneurship using theories, concepts and frameworks, with a particular focus on the implications for practice
4 Evaluate the benefits and risks of entrepreneurial teams and networks	Demonstrate adequate evaluation of the benefits and risks of entrepreneurial teams and networks	Demonstrate robust evaluation of the benefits and risks of entrepreneurial teams and networks	Demonstrate highly comprehensive evaluation of the benefits and risks of entrepreneurial teams and networks.
5 Demonstrate a sound understanding of concepts and theories explaining enterprise	Show adequate understanding of concepts and theories explaining enterprise behaviours and the	Show sound and appropriate understanding of concepts and theories explaining enterprise	Show innovative and highly appropriate understanding of concepts and theories explaining

behaviours and the leadership of entrepreneurial and intrapreneurial initiatives	leadership of entrepreneurial and intrapreneurial initiatives	behaviours and the leadership of entrepreneurial and intrapreneurial initiatives	enterprise behaviours and the leadership of entrepreneurial and intrapreneurial initiatives
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