

***ASSIGNMENT SUBMISSION AND ASSESSMENT***

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**OUMM2103**

**ENTREPRENEURSHIP**

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***INSTRUCTIONS TO STUDENTS***

1. *This assignment contains only* ***ONE (1)*** *question that is set in the language of the printed module for the course.*

2. *Answer in English.*

3. *Download the language version of the* ***assignment******template*** *concerned from the MyVLE for preparation and submission of your assignment. Your assignment should be typed using 12 point Times New Roman font and 1.5 line spacing.*



4.*Your assignment should be between* ***2500 to 3000 words******excluding*** *references. The number of words should be shown at the end of your assignment.* ***Do not*** *copy the assignment question and instructions to your answer.*

5.A*You must submit your assignment* ***ON-LINE*** *via the MyVLE. Refer to the portal for instructions on the procedures to submit your assignment on-line. You are advised to keep a copy of your submitted assignment for personal reference.*

6. *You can submit your assignment* ***ONCE*** *only in a* ***SINGLE*** *file.*

7.*Your assignment must**be submitted between* ***\_\_\_\_\_\_\_\_****until* ***\_\_\_\_\_\_\_\_\_\_\_\_\_\_.*** *Submission* ***after \_\_\_\_\_\_\_\_\_\_\_\_\_*** *will* ***NOT*** *be accepted.*

8. *Your assignment should be prepared individually. You should not copy another person’s assignment. You should also not plagiarise another person’s work as your own.*

**PENILAIAN / *EVALUATION***

*This assignment accounts for* ***40%*** *of the total marks for the course and shall be assessed based on* ***the Rubrics*** *attached* ***.***

*You would be given feedback on the assignment before the Final Semester Examination commences.*

***PLAGIARISM: MARKS DEDUCTION***

* *Assignments with* ***10 - 30 % overlap*** *with others:* ***20%*** *deduction from the total marks scored.*
* *Assignments with* ***31 - 50 % overlap*** *with others:* ***40%*** *deduction from the total marks scored.*
* *Assignments with* ***more than 50% overlap*** *with others****:******Zero mark*** *would be given.*

***ASSIGNMENT QUESTION***

**PURPOSE**

**This assignment is designed to develop learners’ ability to evaluate the elements of the macro environment and its relation to an organisation.**

**REQUIREMENT**

**Select an organisation which you are familiar with. Explain the elements of its macro environment and discuss how these element(s) affect your selected organisation. Recommend improvements that can be made by the organisation in managing the macro environment effectively.**

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***ATTACHMENT***

**ASSIGNMENT *RUBRICS***

**OUMM2103 ENTREPRENEUSHIP**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Criteria** | **Weight** |  | **Low** | **Fair** | **Above average** | **Excellent** | **Max Marks** |
| 0 | 1 | 2 | 3 | 4 |
| **Description on the selected organisation** | **1.5** | **No description of the organisation were provided** | **Brief and unclear description of the organisation’s name, industry, ownership, size and products were given** | **Brief but clear description of the organisation’s name, industry, ownership, size and products were given** | **A quite detailed and clear description of the organisation’s name, industry, ownership, size and products were given** | **A detailed and clear description of the organisation’s name, industry, ownership, size and products were given** | **6** |
| **Description on the general macro environment elements** | **2** | **No descriptions** | **Very brief description on the general macro environment elements were given. Only 1 relevant example or no relevant examples given.** | **Brief description on the general macro environment elements were provided. 2-4 relevant examples included.** | **Quite detailed description on the general macro environment elements were provided. 5-7 relevant examples included.** | **Detailed description on the general macro environment elements were provided. 8 or more relevant examples included.** | **8** |
| **Identification and discussion on element(s) of macro environment that affects the selected organisation** | **2.5** | **No identification and discussion were given** | **Incorrect identification of element(s) in the macro environment which affects the organisation were given. Discussion was not structured with no relevant examples given.** | **Correct identification of element(s) in the macro environment which affects the organisation were given. Discussion was not structured but relevant examples given.** | **Correct identification of element(s) in the macro environment which affects the organisation were given. Discussion was quite well structured with relevant examples given.** | **Correct identification of element(s) in the macro environment which affect the organisation were given.**  **Discussion was very structured with relevant examples given.** | **10** |
| **Recommendations to improve management of the macro environment in the selected organisation** | **2.5** | **No recommendations and justifications were provided** | **1 recommendation to improve macro environment management were given with justification.** | **2 recommendations to improve the macro environment management were given with justification.** | **3 recommendations to improve the macro environment management were given with justifications** | **4 feasible recommendations to improve the macro environment management were given with justifications.** | **10** |
| **Summary** | **1.5** | **No summary was given** | **Only one key point was summarised.** | **Two key points were summarised and presented in a coherent manner** | **Three key points were summarised and presented in a coherent manner** | **At least four key points were s summarised and presented in a coherent manner** | **6** |
| **Total points** | **10** |  |  |  |  |  | **40** |