

**OUMM2103
ENTREPRENEURSHIP
MAY15**

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. 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 enable students to undertake the entrepreneurial process of opportunity identification.

REQUIREMENT

Students will be required to identify possible commercial opportunities for a particular technology or innovation, develop a framework for assessing and screening the opportunities and then articulate the opportunity that they feel is most attractive, identify the potential of that opportunity, the risks associated with the opportunity and a high level strategy for capitalising on the opportunity.

FINAL REPORT

The final report should cover the requirement of the rubric attached and should not be more than 15 pages in length.

[40 MARKS]

ASSIGNMENT RUBRICS

OUMM2103 ENTREPRENEURSHIP / MAY 2015

Criteria	Marks	0	Low	Fair	Above average	Excellent	Max Marks
	Weight		1	2	3	4	
Overview of the technology and possible product applications	1	No overview of the technology and possible product applications were given.	Brief and unclear description of the technology and possible product applications.	Brief and clear description of the technology and possible product applications.	Detailed but unclear description of the technology and possible product applications.	Detailed and clear description of the technology and possible product applications.	4
Rational for prioritisation of the top product applications	2	No rational for prioritisation of the top product applications.	Brief and unclear rational for prioritisation of the top product applications.	Brief and clear rational for prioritisation of the top product applications.	Detailed but unclear rational for prioritisation of the top product applications.	Detailed and clear rational for prioritisation of the top product applications.	8
Opportunity assessment framework	2	No opportunity assessment framework was used.	Brief and unclear description of the opportunity assessment framework.	Brief and clear description of the opportunity assessment framework.	Detailed but unclear description of the opportunity assessment framework.	Detailed and clear description of the opportunity assessment framework.	8
Discussion on priority opportunity	2	No discussion on priority opportunity.	Unclear discussion on priority opportunity.	Brief and unclear discussion on priority opportunity.	Clear discussion on priority opportunity.	Clear and detailed discussion on priority opportunity.	8
High level exploitation strategy	2	No explanation of high level exploitation strategy.	Unclear explanation of high level exploitation strategy.	Brief but unclear explanation of high level exploitation strategy.	Clear explanation of high level exploitation strategy.	Detailed and clear explanation of high level exploitation strategy.	8
Summary	1	No summary were given.	Unclear summary and did not highlight any of the key points of the assignment.	Clear summary that highlighted only one of the key points of the assignment.	Clear summary that highlighted two of the key points of the assignment.	Clear summary that highlighted all the key points of the assignment.	4
Total points	10						40