

ASSIGNMENT SUBMISSION AND ASSESSMENT

OUMM2103
ENTREPRENEURSHIP

EVALUATION

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

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.

ASSIGNMENT RUBRICS

OUMM2103 ENTREPRENEUSHIP

Criteria	Weight	0	Low 1	Fair 2	Above average 3	Excellent 4	Max Marks
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	2.0	No descriptions	Very brief description on elements of macro environment were given. Only 1 relevant example or no relevant examples given.	Brief description on elements of macro environment were provided. 2-4 relevant examples included.	Quite detailed description on elements of the macro environment were provided. 5-7 relevant examples included.	Detailed description on elements of the macro environment 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	Irrelevant points were summarised.	Only one key point was summarised.	Two key points were summarised and presented in a coherent manner	At least three key points were s summarised and presented in a coherent manner	6
Total points	10						40

