



Group Assignment 2 – Spring 2016 Business Plan

Module: Entrepreneurship and New Venture (BUSS 1011)

Level: 2

Max. Marks: 40

Duration:5 weeks

ID NUMBER						

Instructions to Students:

- Students should complete the assignment in groups of 4 people (up to a maximum of 5 in a group).
- Each group should choose separate organization ideas and seek approval from the instructor prior to the commencement of the assignment.
- Word limit 2000-3500 words; Students should answer all questions (Tasks presented)
- Date of submission and Presentation : Week and time as scheduled on Moodle
- Place of Submission: Soft copy to be submitted through Moodle at Turnitin. Plagiarism policy is as per the MEC guidelines as mentioned in the Module

Group Assignment 2: Business Plan Preparation:

This assignment takes you step by step along the process of developing a business plan for a business. This involves working together in teams to:

- (a) Formulate an original idea for a business. This should be a new idea.
- (b) Write a brief report describing the business and its unique selling proposition.
- (c) Prepare a preliminary plan or business case for actually developing this idea so that it can be evaluated from a business and market perspective. Your report in part should be based on a careful research that will be demonstrated during presentation (see below for more details).
- (d) Presentation of this material to the class orally will take place upon completion of the assignment before panelists.

After formulating an original idea for and a business or invention, a preliminary value proposition draft (product/service features, target market and unique benefits) should

be written that describes the concept and why it is viable. This will be due for initial evaluation by the lecturer prior to commencement or starting of the assignment or business plan drafting.

The underlying basis for the write up of the business plan will be an informed new idea or well researched and justifiable idea. The basic idea of this project is to show that you have moved beyond the basic common or generic idea stage and are now considering (a) whether the new product or service is feasible, (b) what needs it will meet (c) what potential market for it exists. You need to describe in detail how the new product or service, new business or business model can actually be brought to market or fulfillment.

In addition, each team is required to conduct a market survey of potential customers to determine level of interest, desirable product/service features, pricing, demographics, psychographics, etc that will be included in the report. Prepare a summary report of your conclusions based on the survey results and informed by class readings.

You should prepare the plan with the idea in mind of presenting the idea to potential investors or sponsors. Upon completion of this assignment, this is expected to form a hands on and practical experience in the development of a viable business plan. It is expected that you will refer to class tasks per week that will lead to developing the plan as provided in the template.

Students will then write a Business Plan that addresses each of the following areas:

- a. Name of your business
- b. Compelling Need
- c. Description of Business Idea
- d. Technical, market, resource and organizational uncertainties and competitor analysis
 - i. Target Market
 - ii. Unique Selling Proposition (Benefits) – How will it change the state of the art? Why is it creative? How will it impact on the Omani economy or contribution to society?
- e. Market Analysis
- f. Organization Management and Operational Plan
- g. Financial Justification / Plan
- h. Conclusions

Note: The format for the Business Plan will be provided in the Moodle . An oral presentation of the Business Plan to the entire class will be made at the time to be communicated in class (Week 13 of the semester).

Presentation Criteria (20 marks)

Strong written and oral skills greatly facilitate success in the business world. Those individuals that can effectively communicate their ideas will have an advantage over those that cannot. As such, the evaluation of assignments will focus on clarity of thought, conciseness of expression and thoroughness of research. Your contribution to discussion-based learning in our feedback sessions and your performance on the course project presentation will determine your overall course grade. Success in the course requires four things:

- Reading and absorbing the supplementary materials;
- Preparing the readings and cases to the point of reaching a conclusion about what the primary issues is and your point of view regarding it.
- Participating actively and effectively in the research, understanding the market and idea ownership discussions;
- Demonstrating creativity, thorough diligence, and a high level of critical thinking in the paper and project.

NB:

Presentation of the assignment to the will take place upon completion of the assignment.

Instructions for Individual Report (40 marks):

1. For the assignment students are expected to use secondary sources and provide appropriate references.
2. Total words count – 2500-3000 words.
3. The report should contain:
 - ✓ cover page, which indicates title, names of students, name of instructor and date and place of submission (students can use provided template);
 - ✓ table of contents;
 - ✓ introduction, which discloses the main goal and objectives of the tasks, the main methods and data used for the task, briefly describes structure of the report;
 - ✓ discussion, which discloses description and analysis of main issues investigated during the task as per the template provided
 - ✓ Conclusion
4. The report should be done in Word, font size 12, font style Times New Roman, text color black, colors can be used ONLY in appendices; main body of the report should be black and white. Only word format is accepted and should be submitted. Submission of other format is not allowed.

5. **Plagiarism Policy.** Plagiarized documents, in part or whole, submitted by the students will be rejected. As per MEC policy, any form of violation of academic integrity will invite severe penalty. Plagiarized documents, in part or in whole, submitted by the students will be subject to this policy.

A. First offence of plagiarism

a. A student will be allowed to re-submit the assignment once, within a maximum period of one week. However, a penalty of deduction of 25% of the marks obtained for the resubmitted work will be imposed.

b. Mark deduction: When the work is resubmitted, the marking will be undertaken according to the marking criteria. In compliance with this policy, the 25% deduction is then made on the marks obtained. For example, in an assessment that carries a maximum of 50 marks, suppose a student were to obtain 30 marks for the resubmitted work, the final marks for that assessment will be 22.5 (after deducting 25% of the marks actually obtained for the resubmitted work).

c. Period of resubmission: The student will have to resubmit the work one week from the date he or she is advised to resubmit. For example, if the formal advice to resubmit was communicated to the student on a Sunday (latest by 5 pm), the student will have to resubmit the work latest by next Sunday 5 pm.

d. If the re-submitted work is also detected to be plagiarized, then the work will be awarded a zero.

e. Resubmission of the work beyond the maximum period of one week **will not be accepted and the work will be awarded a zero.**

B. Any further offence of plagiarism

a. If any student is again caught in an act of plagiarism during his/her course of study (either in the same module, same semester or in any other semester), the student will directly be awarded zero for the work in which plagiarism is detected. In such cases, the student will not be allowed to re-submit the work.

C. Guidelines

a. Type 1: In case plagiarism is detected in any component or part submission (submitted at different times) of one assessment (assignment), the deduction in marks will be applicable for the whole assessment (assignment), even if only the component or part submission alone needs to be resubmitted.

b. Type 2: In case plagiarism is detected in a group assessment, all students of the group will be considered as having committed an act of plagiarism irrespective of whether plagiarism is on account of the act of all or a few or only one member. The policy will then be applied to all students.

c. Type 3: Combination of Type 1 and Type 2: In case plagiarism is detected in any component or part submission (submitted at different times) of a group assessment (assignment), the deduction in marks will be applicable for the whole assessment (assignment), even if only the component or part submission alone needs to be resubmitted. All students of the group would be considered as having committed an act of plagiarism irrespective of whether plagiarism is on account of the act of all or a few or only one member. The policy will then be applied to all the students of the group.

d. Type 4: Variation of Type 1 and Type 2: In cases where the assessment consists of components or part submissions that could be a group assessment component (e.g. group assignment) and an individual assessment component (e.g. individual reflection), the following will be applicable:

1. If plagiarism is detected in the group assessment component, all students of the group will be considered as having committed an act of plagiarism, irrespective of whether plagiarism is on account of the act of all or a few or only one member. The policy will then be applied to all students of the group. In such cases the group assessment component will be resubmitted as per the policy.

2. If plagiarism is detected in the individual assessment component, the individual assessment component will be resubmitted as per the policy. The policy will then be applied to that student alone.

3. In both cases (a) and/or (b), the deduction in marks will be applicable for the whole assessment (assignment).

D. Amount of similar material

a. The total amount of similar material in any form of student work from all sources put together should not exceed 30% (including direct quotations).

b. The total amount of quoted material (direct quotations) in any form of student work from all sources put together should not exceed 10%.

c. The total amount of similar material in any form of student work from a **single source** should not exceed 7 percent. However, cases having a similarity of less than 7 percent in such cases may still be investigated by the faculty depending on the seriousness of the case.

d. If faculty member finds enough merit in the case of a student work with a similarity (with a single source) of more than 7 percent as not a case of plagiarism, the faculty member should provide detailed comments/remarks to justify the case.

Feedback Policy: the feedback on group assignment will be provided to students through Moodle 2 weeks after submission.