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|  | **RESIT Assignment Brief -**  |  |

Strategic Report

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| **Module Learning Outcomes** |
| Reflect on their employability competencies and career management skills and plan for their future development; |
| Identify and assess the role, characteristics and motivations of high technology entrepreneurs. |
| Research, assess and defend an intellectual property, commercialization or a business plan for a new technology-based venture  |
| Evaluate key strategies for successful new venture creation |

**The re-sit module mark will be capped at 40%.**

**How to submit your assessment (written assignments)**

* Your work must be typed and printed using 1.5 line spacing and Arial font size 12
* All footers must contain your student ID number and page numbering
* The cover page of the submission must clearly state how many words you have used
* Your work must be in the correct page order and contain all the required information
* Your work must be submitted ONLY via
* Submit your assignment on time and save your digital receipt.
* Please ensure that you retain a duplicate copy of all work you submit for assessment.

You can access the Turnitin link through the module web and further details will be provided in class.

**Your coursework will be given a zero mark if you do not submit a copy through Turnitin**.

**GUIDELINES AND BACKGROUND TO THISASSIGNMENT**

**Task One–Strategy**

Produce a 2,000 word individual commercialisation strategy exploring the potential of a hi-tech business idea. You are only allowed to go above or below this word count by 10% otherwise marks may be deducted. Marks will be awarded as follows:

* INTRODUCTION TO THE BUSINESS IDEA(10%)
* IDENTIFY THE SIGNIFICANCE OF HIGH-GROWTH BUSINESS TO THE ECONOMY (10%)
* DEFINE AND EXPLORE THE HIGH-GROWTH NATURE OF THE CONCEPT (20%)
* EXPLORE THE RESOURCES AND FINANCES NEEDED TO BRING THE CONCEPT TO MARKET (20%)
* DESCRIBE THE MARKET FEASIBILITY FOR THE BUSINESS OR PRODUCT (10%)
* SUMMARY AND RECOMMENDATIONS (10%)
* STYLE AND PRESENTATION (10%)
* RESEARCH AND RESOURCES (10%)

**IMPORTANT: You should not use content or examples from previously submitted work. You must make a fresh attempt with a new submission.**

**Marking Criteria**

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| **%** | **ANSWER** |  | **COHERENCE** |  | **ARGUMENT** |  | **EVIDENCE** |
| **FIRST (Excellent)****70%+** | Student answers the question fully, particularly in the areas requiring greater analysis, synthesis and evaluation. | The entire work is clearly linked and structured, and is also succinct. | Clear and convincing line of argument. | Provides thorough evidential support and critical knowledge of theoretical positions. |
| **UPPER SECOND (Good)****60 – 69%** | A substantial attempt to answer the question with adequate emphasis on the more analytical components. | Relationship between statements and sections are generally easy to follow. | There is a reasonably clear line of argument. | The need for evidence is clearly recognised, and most claims are supported by relevant evidence. |
| **LOWER SECOND****(Good)****50 – 59%** | Uses some relevant material but not always effectively | Relationships between statements and sections are sometimes hard to follow. | The line of argument is not convincing. | Provision of supporting evidence is spasmodic. |
| **THIRD(Pass)****40 – 49%** | Substantially fails to answer the question or to address the topic. | Relationship between statements and sections are difficult to recognise | The line of argument is unconvincing and minimal. | Use of evidence is weak and/or inappropriate. |
| **FAIL****< 40% (or 35%)** | Fails to answer the question or to address the topic. | Few clear links between statements or sections. | Little or unconvincing argument. | Minimal reference is made to supportive evidence. |

**How to pass this module**

In order to pass this module, you need to:

* ensure that you have fully met **all** the learning outcomes and tasks as detailed in this Assignment Brief (if you do not meet one or more of the learning outcomes, you will not be able to pass);
* coverall the assessment criteria sufficiently;
* submit all the work required by the given deadline;
* submit a copy of your work through Turnitin.

Before you submit your coursework, we strongly recommended that you check to ensure you have answered all of the tasks and that you have met all of the Learning Outcomes.

**Word Count Limit**

You must indicate the number of words you have used on the front page of your Assignment Submission Sheet. When you calculate this you must include any quotations and footnotes you have used but you do not need to count the Bibliography or any Appendices. If you go more than 10% over or under the word count limit stated in the Assignment Brief you risk losing marks as a 10% penalty applies.

The contents of your Bibliography and Appendices are not normally given a specific mark, but they may contribute to your overall mark, for example, under the heading of “Structure, style, language and presentation of work.” We therefore recommend that you only use Appendices for supporting material and not for the substantial part of your work.

**Plagiarism**

As part of your study you will be involved in carrying out research and using this when writing up your coursework. It is important that you correctly acknowledge someone else’s writing or thoughts and that you do not attempt to pass this off as your own work. Doing so is known as plagiarism. It is not acceptable to copy from another source without acknowledging that it is someone else’s writing or thinking. This includes using paraphrasing as well as direct quotations. You are expected to correctly cite and reference the works of others. The Centre for Academic Writing provides documents to help you get this right.  If you are unsure, please visit

Assessors are able to spot cases of plagiarism. The School insists that coursework is submitted through a plagiarism detection system known as Turnitin. Copying another student’s work, large sections from a book or the internet are examples of plagiarism and carry **serious consequences**. Please familiarise yourself with the CU Harvard Reference Style and use it correctly to avoid a case of plagiarism or cheating being brought. If you are unsure please refer to your tutor.