In Academic Affiliation With

FACULTY OF BUSINESS AND MANAGEMENT STUDIES

UNDERGRADUATE BUSINESS PROGRAMME

ACADEMIC YEAR 2019-2020, Second Semester

August - 2020

WRIT1

Programme Title: BMS, A&F, MM, BE, BIS	
Module Title: Entrepreneurship (Creativity and Innovation)	
Module Code: GRM3002	
Assessment Method: WRIT1-Business Idea	
Level: 3	**Block:** 2
Module Credits: 20	**Weighting:** 15%
Due Date: 23-Jun-2020, 09:00 PM	**Word Count:** 300 words
Examiner(s): Mr. Salah Al Balushi, Ms. Faiza Ahmed	

A.   Written work

➢   A signed declaration that the work is your own (apart from otherwise referenced acknowledgements) must be included after the reference page of your assignment

➢   Each page must be numbered.

➢   Where appropriate, a contents page, a list of tables/figures and a list of abbreviations should precede your work.

➢   All referencing must **adhere** to School/Institutional requirements.

➢   A word count must be stated at the end of your work.

➢   Appendices should be kept to the minimum and be of direct relevance to the content of your work.

➢   All tables and figures must be correctly numbered and labelled.

B.   Other types of coursework/assignments

➢   Where coursework involves oral presentations, discussions, poster presentations, etc., specific instructions will be provided by your module leader/team.

✂---

Rewrite below part just after the **References** of your assignment.

WORK DECLARATION

I, [Name of Student], hereby declare that the uploaded WRIT1-Business Idea through Turnitin is my own work. I affirm that this has been researched and completed in accordance with the college rules and regulations on plagiarism.

I acknowledge the advice given by the module tutors on proper referencing to avoid plagiarism and the rules on the academic unfair practice.

I acknowledge that I read and understand the plagiarism guide written at the end of this assessment. Any academic misconduct will be handled according to the rules and regulations of the university.

[Name of Student]

General instructions

WRIT1-Business Idea must be submitted online through Turnitin before due date. An acknowledgement will be given to you by your teacher upon **presentation of the finance clearance**. This is your receipt, **keep it.**

The only circumstance in which assignments can be uploaded late via Turnitin is if a Mitigating Circumstances (MC) form is submitted at the same time. In these circumstances work may be submitted within five (5) working days. Make sure to secure MC form and submit the same to the concerned staff.

Write the number of words used, excluding references, at the end of your assignment. Provide the list of sources you used at the last page of your assignment with proper label 'References'. You may include diagrams, figures etc. without word penalty. The number of words will be + or – 10% of the total words allowed.

A work declaration must be included just after the reference page of your assignment. This ensures that you prepare your work in good faith. Any form of collusion and/or academic unfair practice will be dealt with according to the pertinent rules and regulations of the partner university. Please read carefully the plagiarism guide.

Assessment Details

This WRIT1-Business Idea comprises 15% of the total assessments marks. It contains one component assignment. These will develop the following skills:

- Analytical skills. The assignment in business idea enables the students to analyse and evaluate the inputs from seminar and varied activities in the class. The module objectives, relevant ideas, concepts and subject matter of the assessment material can be met by the students through the key points of the assessment tasks. The skills can be practically applied in students' real life and business interest.
- Skills in generating business idea. The Business idea generation focuses on developing innovative business concepts and interest based on the student's preferred sources or innate talents. This enhances the students' critical thinking and allows feedback as to which business idea stage will continue the business plan stage.

In addition, the assessment will test the following learning outcomes:

- LO1 - Develop some basic skills, understanding and appreciation of entrepreneurship and business venturing; and
- LO2 – Appreciate the benefits and risks involved in starting up a new business.

Assessment Task

Read the following scenario carefully and attempt the tasks that follow.

Hobbies as a Source of Business Ideas

Entrepreneurship is one of the recurring current trends nowadays; in short, this is the age of entrepreneurship. The advancement made in the technological field and the rapid emergence of e-commerce have made it easier for people to launch their own business. The increase in use of social media and ease of access and connection with the market has also contributed in bringing business cost down. In addition, due to bad performance of economies, people are finding it more challenging to find jobs that pay well. Thus, an increasing number of them are venturing into business world.

Nevertheless, business world is really tough and sustainability in it requires constant innovation and creative idea generation to stay afloat and competitive. As a consequence, idea generation has become a vital skill to possess in this age and time. Hobbies have come into prominence as one of the main sources of business idea generation. A number of prominent businesses today are fruits of their founders' hobbies and interest.

eBay, one of the biggest online sellers, was established by its founder Pierre Omidyar in 1995. Pierre was a computer programmer working for Claris and sepecialised in system upgrades. He moved his hobby and interest in computers to the next level by launching a website where people can buy items through auctions online instead of fixed prices. Now, eBay is considered a business that is worth billions of dollars.

Mrs. Fields is another company that was inspired by the hobby of its founders, Debbie Field and her husband. Debbie was interested in baking cookies and she had invented unique recipes that had her signature. In 1977, she launched her business, Mrs. Field, and has been selling her products using different mediums including her own stores across United States.

Complete the following tasks:

1. Think of all of your hobbies that you are really good at and explain how you could turn them into successful businesses. (**100 words**)

2. Select one hobby out of the identified earlier and explain why it is the best to convert into a business compared to others and explain how your business idea would stand out in the market. (**100 words**)

3. Lay out the basic background of your business idea (the products, prices, expenses, and projected sales for one year). (**100 words**)

4. Back up your answers with references - Minimum of 3 and maximum of 5 varied references.

Note: Support your answers with concept or theories with in-text citations/references.

END OF ASSIGNMENT TASK

Guidelines to Students:

➢ The students need to meet the requirements of the following criteria.

Structure	Specifications and Contents	Word Count
Evaluation	Student's answer should include the following supported with in-text citation: • Identification of the hobbies and interests. • Evaluation of the suitability of the identified hobbies as businesses.	100
Analysis	The answer should meet these requirements: • Analyse the reasons why the selected business idea is the best in comparison to the rest. • What would be the competitive advantage(s) of the selected business idea?	100
Business Idea Identification	This part should include the following points supported with 'in-text' citations: • What products will you be offering via your business? What are the prices of these products? • Calculate the possible expenses this business will incur and the possible sales for one year.	100
References	Should include the list of reference that are: • Consistent with the in-text citations • Varied in sources • Sufficient in number as to the requirement • Patterned with Harvard referencing system	-

GRM3002 - Entrepreneurship (Creativity and Innovation)
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Marking Scheme

WRIT1 – Business Idea (15%-Individual)

The students' output in this essay will be evaluated based on the following scheme:

Parts	Description		Marks Allocated
I	**Evaluation:** Student's answer should include the following supported with in-text citation:		30
	• Identification of the hobbies and interests.	15	
	• Evaluation of the suitability of the identified hobbies as businesses.	15	
II	**Analysis:** Student's answer should include the following supported with in-text citation:		30
	• Analysis of the reasons why the selected business idea is the best by comparing it to the other ideas.	15	
	• What would be the competitive advantage(s) of the selected business idea?	15	
III	**Business Idea:** This part should include the following with 'in-text' citations:		30
	• Lay-out of the products offered by the business and their prices.	15	
	• Calculation of the expenses and forecasted sales.	15	
IV	**Reference:** Should include the list of reference that are: • Consistent with the in-text citations • Varied in sources • Sufficient in number as to the requirement • Patterned with Harvard referencing system		10
Total			100

Plagiarism

1. **Plagiarism,** which can be defined as using without acknowledgement another person's words or ideas and submitting them for assessment as though it were one's own work, for instance by copying, translating from one language to another or unacknowledged paraphrasing. Further examples of plagiarism are given below:

   Use of any quotation(s) from the published or unpublished work of other persons, whether published in textbooks, articles, the Web, or in any other format, which quotations have not been clearly identified as such by being placed in quotation marks and acknowledged.

   Use of another person's words or ideas that have been slightly changed or paraphrased to make it look different from the original.

   Summarising another person's ideas, judgments, diagrams, figures, or computer programmes without reference to that person in the text and the source in a bibliography or reference list.

   Use of services of essay banks and/or any other agencies.

   Use of unacknowledged material downloaded from the Internet.

   Re-use of one's own material except as authorised by the department.

2. **Collusion**, which can be defined as when work that has been undertaken by or with others is submitted and passed off as solely as the work of one person. This also applies where the work of one candidate is submitted in the name of another. Where this is done with the knowledge of the originator both parties can be considered to be at fault.

3. **Fabrication of data**, making false claims to have carried out experiments, observations, interviews or other forms of data collection and analysis, or acting dishonestly in any other way.

Plagiarism Detection Software (PDS)

As part of its commitment to quality and the maintenance of academic standards, the University reserves the right to use Plagiarism Detection Software (PDS), including Turnitin. Such software makes no judgment as to whether a piece of work has been plagiarised; it simply highlights sections of text that have been found in other sources.

The use of plagiarism detection software fulfills two functions. The first is to enhance student learning (i.e. as a developmental tool); the second is to guard against and identify unfair practice in assessment.

Further information and guidance can be found in the University's policy on the Use of Plagiarism Detection Software.