Rubric for Assignment 3

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| **Assessment #** | **Assignment 3** |
| **Type of Assessment** | Written assignment and presentation |
| **Total Mark &Weight** | 40 (40%) |
| **Format** | * Word document * Cover page with: school name; program name; course name and code; topic title; your name; semester; assignment number; and submission date * Font: 12-point Times New Roman; 1.5-line spacing; 2.5 cm margins * Please, use numbered / alphabetized headings to separate each section. |
| **Submission** | * **As announced on your VLE. No extension for the deadline.** * Every day of delay will result in 10% deduction from the mark (2 marks). * You must submit your essay via the VLE. No email submissions will be accepted. |
| **Learning Outcomes** | G4, LO1, LO5, LO6 |
| **Rubrics** | Refer to the rubrics below  Please, note, that the allowed similarity percentage as generated by Turnitin does not exceed 20%. Anything in excess will be penalized by the reduction of 1 point for every increase of up to10% (e.g. similarity from 40% to 50% will result in reduction of 4 points)  Please, note, that the essay must be in your own words and reflect your own understanding. |

**Rubrics for the Assignment**

Following is a more detailed grading scheme for both the presentation and the report.

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| PRESENTATION   * Individual Action Plan * Creativity and organization * Q&A session: questions from the audience were handled well. | /10  /5  /5  Total: /20 |

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| **Report Items** | **Grade** |
| Vision and opportunity   * What are your goals (career, business) after you leave your university? * What is your purpose, your values, and mission? * What is the market and opportunity that align with your goals? Don't restrict yourself to matters of career or work; think more broadly about your opportunities to make a difference. | /3 |
| Marketing and Implementation Strategy   * Create your market positioning statement. This may be directed at a hypothetical employer, industry, organization, or the world at large. * What compelling value will you offer to your employers and society? * How will you differentiate yourself from others? | /3 |
| Risks and Mitigation   * What are the key milestones and checkpoints in your plan? * How will you measure/determine if you have successfully attained these milestones? How do you define success? * What external factors might affect (positively or adversely) your attaining success? * Develop contingency and risk mitigation strategies. | /4 |
| Entrepreneurial Ethics, Personal Board of Directors Summary:   * How do you plan to practice ethical principles in your daily actions? * If you could assemble any three people to advise and mentor you, who would they be? They may be alive or dead, family or world leaders, friends or strangers. Why would you choose each? Is it their wisdom, their accomplishments, their words, their creativity, their character, their heroic deeds? * In conclusion, summarize your Personal Business Plan in 6 words (e.g., "humanist engineer, global citizen, caring teacher"). | /3 |
| Further development Strategies:   * What are the differences between innovation and entrepreneurship? How are they related? * To what extent do you think that universities can teach someone to be a good leader and more innovative and entrepreneurial (and explain why you think that this is the case)? * This also raises the question: (1) how innovative are you and (2) how entrepreneurial are you and why do you think this? * Describe how innovative and entrepreneurial you think that you were before you entered the course and how innovative and entrepreneurial you think that you will be after you complete it and what metrics you are using to determine your levels of innovation and entrepreneurial activity (i.e., how would you suggest measuring how innovative and entrepreneurial someone is?). * How strong do you think that your leadership abilities were before you entered the university and how are they now? What metrics would be appropriate for determining how your leadership abilities may change over time? * Provide an action plan and timeline highlighting additional activities that you think could be implemented to make you even more innovative and entrepreneurial in the future and how you could improve your leadership skills. | /5 |
| Paper Organization, Write up, Grammatical mistakes, General Formatting | /2 |
| **TOTAL REPORT** | /20 |