

Faculty of Business and Law

Assignment Brief Mode E and R Regulations

Module Title:	Entrepreneurship and Innovation
Module Code:	[REDACTED]
Module Leader:	[REDACTED]

Assignment Number	1 of 1
Assignment Title	Individual assessment
Assignment Credits	10 credits

Release Date:	25/09/2020
Submission Date/Time:	08/12/2020 @ 18:00
Submission Time and Place:	Submission through Turnitin ONLY

Assessment Information

This assignment is an individual assignment.

This assignment requires you to select ONE of the sustainable development goals (SDG) below and identify one of the challenges this goal seeks to resolve. You should produce a 2000-word essay outlining the challenge and your proposed solution.

1. Good Health and Well-being (SDG #3)
2. Affordable and Clean Energy (SDG #7)
3. Quality Education (SDG #4)

Criteria for Assessment

1. Introduction to the sustainable development goal and the different global stakeholders involved	10%
2. Description of the challenge using the Ingenuity process questions (who is affected, where does the problem occur, what are the consequences and why does the problem exist)	40%
3. Discuss your proposed solution highlighting potential demand, innovativeness of the idea, feasibility and attractiveness and how these contribute to entrepreneurial success or failure	40%
4. Use of resources and evidence of reading and research	10%

This assignment is designed to assess learning outcomes:

1. Critically evaluate key theoretical concepts underpinning technological change, innovation and entrepreneurship shaped by organisational, economic and social factors.
2. Explore and synthesise various options in technology/innovation policy and how these reflect different criteria used by different global stakeholders and entrepreneurs.

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3. Critically analyse the individual characteristics and social forces associated with entrepreneurs and innovators, and the skills required to be an entrepreneur/innovator, how these can contribute to entrepreneurial success or failure.

Word Count

The word count is 2000

There will be a penalty of a deduction of 10% of the mark (after internal moderation) for work exceeding the word limit by 10% or more.

The word limit includes quotations and citations, but excludes the references list.

How to submit your assessment

The assessment must be submitted by **18:00 on 08/12/2020**. No paper copies are required. You can access the submission link through the module web.

- Your coursework will be given a zero mark if you do not submit a copy through Turnitin. Please take care to ensure that you have fully submitted your work.
- Please ensure that you have submitted your work using the correct file format, unreadable files will receive a mark of zero. The Faculty accepts Microsoft Office and PDF documents, unless otherwise advised by the module leader.
- All work submitted after the submission deadline without a valid and approved reason (see below) will be given a mark of zero.
- The University wants you to do your best. However we know that sometimes events happen which mean that you can't submit your coursework by the deadline – these events should be beyond your control and not easy to predict. If this happens, you can apply for an extension to your deadline for up to two weeks, or if you need longer, you can apply for a deferral, which takes you to the next assessment period (for example, to the resit period following the main Assessment Boards). You must apply before the deadline. You will find information about the process and what is or is not considered to be an event beyond your control at <https://share.coventry.ac.uk/students/Registry/Pages/Deferrals-and-Extension.aspx>
- Students MUST keep a copy and/or an electronic file of their assignment.
- Checks will be made on your work using anti-plagiarism software and approved plagiarism checking websites.

GUIDELINES AND BACKGROUND TO THIS ASSIGNMENT

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, thoughts or ideas 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 www.coventry.ac.uk/caw. You can also check your understanding of academic conduct by completing the Good Academic Practice quiz available.

Self-plagiarism or reuse of work previously submitted

You must not submit work for assessment that you have already submitted (partially or in full), either for your current course or for another qualification of this and any other university, unless this is specifically provided for in your assignment brief or specific course or module information. Where earlier work by you is citable, ie. it has already been published/submitted, you must reference it clearly. Identical pieces of work submitted concurrently will also be considered to be self-plagiarism. Self-plagiarism is unacceptable because you cannot gain credit for the same work twice.

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The University VLE includes a plagiarism detection system and assessors are experienced enough to recognise plagiarism when it occurs. Copying another student's work, using previous work of your own or copying large sections from a book or the internet are examples of plagiarism and carry serious consequences. If you are a business student and joined Coventry University in September 2020 or later please use APA 7th edition referencing, if you joined prior to this date you may use APA or the existing Harvard Reference Style (Coventry version) that you are familiar with. Law students should use OSCOLA. Please be consistent in the referencing style that you use and use it correctly to avoid a case of plagiarism or cheating being brought. If you are unsure, please contact the Centre for Academic Writing, your Progress Coach or a member of the course team.

Return of Marked Work

You can expect to have marked work returned to you **22/12/2020**. If for any reason there is a delay you will be kept informed. Marks and feedback will be provided online. As always, marks will have been internally moderated only, and will therefore be provisional; your mark will be formally agreed later in the year once the external examiner has completed his / her review.

	Outstanding (80 -100)	Excellent (70-79)	Very Good (60-69)	Good (50-59)	Satisfactory (40-49)	Poor (20-39)	Very Poor (0-19)
Introduction (10%)	Outstanding introduction to the sustainable development goal listing the challenges/problems identified associated with that goal.	An excellent introduction to the sustainable development goal listing the challenges/problems identified associated with that goal.	A very good introduction to the sustainable development goal listing the challenges/problems identified associated with that goal.	A good introduction to the sustainable development goal but the challenges/problems associated with that goal could be better identified.	A satisfactory introduction about sustainable development goals but lacks focus on the SDG student wishes to focus on. The challenges associated with the SDG are not well outlined.	The sustainable development goal student wishes to address is not mentioned and/or student has not framed the challenges associated with the chosen SDG.	Section is missing or not completed as required
Description of the challenge (40%)	Outstanding problem statement that captures who the problem affects, the effects/consequences of the problem, where the problem is prevalent, and the underlying causes or reasons why the problem exists.	An excellent problem statement that captures who the problem affects, the effects/consequences of the problem, where the problem is prevalent, and the underlying causes or reasons why the problem exists.	A very good problem statement that captures who the problem affects as well as puts the problem into context (where it occurs). It also provides reasons on why the problem exists.	A good problem statement that describes what the problem is and who is affected although this might be quite broad - e.g. everyone is affected – and student may also mention some of the reasons why the problem exists but may not have specified the context within which the problem occurs.	A satisfactory problem statement that describes what the problem is but does not specify who is affected. There is little to no mention of context or an elaboration of why the problem continues to exist.	Brief mention of the sustainable development goal without identifying the challenge associated with the sustainable development goal	Section is missing or not completed as required
Solutions (40%)	Outstanding Student clearly	Excellent attempt at completing DIFA. Information provided	A very good attempt at completing DIFA. More information	Two or more parts of DIFA are missing and/or	Student suggests that an opportunity exists	Student suggests that a business opportunity exists	Section is missing or not completed as

	<p>explains the DIFA method as it relates to their proposed solution</p> <p>Demand – Is the target market and customer segment clearly identified using market segmentation dimensions (demographic, psychographic, behavioural)?</p> <p>Innovative – Does it satisfy a market need? Have they identified the degree of innovation (e.g. incremental) and the type of innovation (e.g. product, business model, service)?</p> <p>Feasibility – Do they possess the resources and skills to exploit the opportunity?</p> <p>Attractiveness – what reward or benefit are they hoping to receive from doing this?</p>	<p>on the target market using demographic, psychographic and other market segmentation tools. Student specified further the degree of innovation, resources required and made a compelling argument for the benefits/ attractiveness of the idea to self, society and economy.</p>	<p>could have been provided on the target market using demographic, psychographic and other market segmentation tools. Student could have specified further the degree of innovation. You may not be convinced that they possess the resources they require or that they have sufficiently explained where they can access these resources.</p>	<p>not fully completed or Student suggests that an opportunity exists and attempted to justify the existence of a business opportunity but did not specifically highlight each of the DIFA elements to illustrate this.</p>	<p>and attempted to justify the existence of a business opportunity but did not use the DIFA method to illustrate this. They may have used another criteria/ method familiar to them.</p>	<p>but does not provide evidence/ justification of how they have come to rationalise that an opportunity exists.</p>	<p>required</p>
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<p>Use of resources and depth of research (10%)</p>	<p>Outstanding use of references to present a persuasive argument adding to the coherency of the piece. Use of in-text citations matches the reference list. The techniques and tools used within the essay are properly attributed. Consistent referencing style has been followed throughout.</p>	<p>Excellent use of references to present a persuasive argument adding to the coherency of the piece. Use of in-text citations matches the reference list. The techniques and tools used within the essay are properly attributed. Consistent referencing style has been followed throughout.</p>	<p>Very Good use of references to present a convincing argument adding to the coherency of the piece. Use of in-text citations matches the reference list though there may be minor errors. The techniques and tools used within the essay are properly attributed. Referencing style may not have been consistently applied throughout the essay.</p>	<p>Good use of references provided (around 10), but the sources could be more academic. Use of resources could be better integrated to provide a more coherent argument. Some of the techniques and tools used within the essay may or may not be properly attributed. Referencing style may not have been used consistently throughout.</p>	<p>Very few references provided (at least 5) There is insufficient reading and the techniques and tools used within the essay are not properly attributed.</p>	<p>Insufficient use of resources resulting in few references (around 1 -3). No credit has been given to the sources of the techniques and tools used within the essay.</p>	<p>Section is missing or not completed as required</p>
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