



**COLLEGE OF BUSINESS AND ECONOMICS
JOHANNESBURG BUSINESS SCHOOL
DEPARTMENT OF BUSINESS MANAGEMENT
FINAL SUMMATIVE ASSESSMENT**

SUBJECT: Entrepreneurial Management 3B
CODE: INT3B01/EMT3B01
DATE: 10 November 2018
TIME ALLOWED: Submission of a portfolio
TOTAL MARKS: 150

ASSESSORS: Mr C Schachtebeck
Prof T Tselepis
MODERATOR: Dr S Boodhoo (WITS)
NUMBER OF PAGES: 3

INSTRUCTIONS TO CANDIDATES:

- Submission of a portfolio including the following:
 - A **business plan** for any viable business opportunity.
 - Business plans to be submitted electronically in addition to a hard copy.
 - The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.
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Department of Business Management

EXAMINATION

INTRAPRENERUSHIP (EMT3B01/ETS23B3)

Student name Student number

Mark out of 150 Final Mark:

Examination Assessment Form – BUSINESS PLAN

1. Cover Sheet & Content Page					
Student name / Student number / Content Page / Creativity in Design					
Excellent (5 points)	Good (4 points)	Average (3 points)	Below average (2 points)	Not good/Not Done (0 points)	Grading
Comments:					
Total mark for achievement					5
2. Executive Summary					
Business name / Location / Products/services offered / Purpose of the plan / Mission statement					
Excellent (10 points)	Good (7 points)	Average (5 points)	Below average (3 points)	Not good/Not Done (0 points)	Grading
Comments:					
Total mark for achievement					10
3. Business Description					
Concept / Goals / Legal Form / History / Nature / Highlights (financial/market) / Growth Plan					
Excellent (10 points)	Good (7 points)	Average (5 points)	Below average (3 points)	Not good/Not Done (0 points)	Grading
Comments:					
Total mark for achievement					10
4. Products / Services					
Description of product and services / Cost breakdown / Customer value and benefit / Product life cycle / Research and Development activities / Design thinking approach applied					
Excellent (10 points)	Good (7 points)	Average (5 points)	Below average (3 points)	Not good/Not Done (0 points)	Grading
Comments:					
Total mark for achievement					10
5. Operational plan					
Facilities / Location and layout / Production plan / Controls					
Excellent (15 points)	Good (10 points)	Average (8 points)	Below average (5 points)	Not good/Not Done (0 points)	Grading
Comments:					
Total mark for achievement					15
6. Human capital					
Organisational structure/ Profiles of owners and management team / Key personnel / Other Shareholders / Remuneration structure					
Excellent (15 points)	Good (10 points)	Average (8 points)	Below average (5 points)	Not good/Not Done (0 points)	Grading

Comments:						15
Total mark for achievement						
7. Market research and analysis						
Analysis of target market (size and demographics) / Projected marketing data / evaluation of competitors / Industry outlook and statistics / Market trends						
Excellent (15 points)	Good (10 points)	Average (8 points)	Below average (5 points)	Not good/Not Done (0 points)	Grading	
Comments:						15
Total mark for achievement						
8. Risk management						
Identification of potential risks / Strategy to mitigate risks / Impact assessment / SWOT / Proprietary issues						
Excellent (10 points)	Good (7 points)	Average (5 points)	Below average (3 points)	Not good/Not Done (0 points)	Grading	
Comments:						10
Total mark for achievement						
9. Marketing Plan						
Advertising strategy / Price strategy / Market strategy / Distribution (4P's)						
Excellent (10 points)	Good (7 points)	Average (5 points)	Below average (3 points)	Not good/Not Done (0 points)	Grading	
Comments:						10
Total mark for achievement						
10. Financial plan and projections						
Historical (if applicable) financial data / Brief analysis of financial data (ratios and trends) / Key assumptions Projected cash flow statement/ Projected income statement / Projected balance sheet						
Excellent (25 points)	Good (20 points)	Average (15 points)	Below average (10 points)	Not good/Not Done (0 points)	Grading	
Comments:						25
Total mark for achievement						
11. Sustainability approach						
Sustainability mission / Processes and procedures / environmental impact assessment / integrated reporting						
Excellent (5 points)	Good (4 points)	Average (3 points)	Below average (2 points)	Not good/Not Done (0 points)	Grading	
Comments:						5
Total mark for achievement						
12. Adherence to stylistics requirements						
Layout / Grammar / Referencing / Declaration / Online Submission (Non-submission = 0%)						
Excellent (20 points)	Good (14 points)	Average (10 points)	Below average (5 points)	Not good/Not Done (0 points)	Grading	
Comments:						20
Total mark for achievement						
Overall Mark Recommendation						150
Overall Percentage						%
Examiner : Mr C Schachtebeck / Prof T Tselepis			Signed:			
Moderator: Dr S Boodhoo			Signed:			