



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

SUBJECT: Entrepreneurship & New Venture Creation 3C
CODE: ENV3C01
DATE: 12 November 2019
TIME ALLOWED: Submission of a portfolio
TOTAL MARKS: 100

ASSESSORS: Dr C Schachtebeck
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
ENTREPRENEURSHIP & NEW VENTURE
CREATION 3C (ENV3C01)

Student name Student number

Mark out of 100 Final Mark:

Examination Assessment Form – EXAM PORTFOLIO

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:					5
Total mark for achievement					
2. Justification of choice of prototype (SECTION A) Reasoned argument on choice of prototype provided / Tool such as SWOT/PESTLE & trend analysis used to justify choice					
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					
3. Empathy Map Questions (SECTION A) A minimum of 5 practical and relevant questions developed per category. Focus is on practicality and relevance					
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					
4. Description of 5 pains and 5 gains (Section A) A minimum of 5 pains and 5 gains described (focus is on relevance and insight)					
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					
5. Conclusion (SECTION A) Overall recommendation of design to be improved. Indication of target market.					
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					
6. Design thinking process (SECTION B) Five step design thinking process applied. Empathy with end user clearly outlined. Problem clearly defined. A minimum of 3 potential solutions provided. Description of working prototype based on user requirements. Description of prototype testing process.					
Excellent (25 points)	Good (20 points)	Average (12 points)	Below average	Not good/Not Done	Grading

			(8 points)	(0 points)	
Comments:					
Total mark for achievement					25
7. Business Model Canvas (SECTION C)					
Business Model canvas completed with information from Section A & B. Relevant key partners, activities, resources identified. Value proposition clearly articulated. Customer relationships defined. Customer Segments and channels logically deduced from Section A. Cost structure links to prototype in Section B. Revenue streams deduced from Section A and B. 9 Sections					
Excellent (25 points)	Good (20 points)	Average (12 points)	Below average (8 points)	Not good/Not Done (0 points)	Grading
Comments:					
Total mark for achievement					25
8. Adherence to stylistics requirements					
Layout / Grammar / Referencing / Declaration / Online Submission (Non-submission = 0%)					
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
Overall Mark Recommendation					100
Overall Percentage					%
Examiner : Dr C Schachtebeck			Signed:		
Moderator: Dr S Boodhoo			Signed:		