



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	Management
DEPARTMENT	Business Management
CAMPUS	SWC
MODULE NAME	Entrepreneurship 3B
MODULE CODE	ENT33B3/ENT03B3
SEMESTER	First
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Summative Assessment November 2020

ASSESSMENT DATE	2 November 2020	SESSION	n/a
ASSESSOR	Dr LJ Janse van Rensburg		
MODERATOR	Ms N Nmako (UNISA)		
DURATION	n/a	TOTAL MARKS	150

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	4
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INFORMATION/INSTRUCTIONS:

- This is a portfolio submission assessment.
 - Hand-in time is only 30 minutes.
 - Ensure you also enclose the self-evaluation and peer evaluation.
 - The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.
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Original Assignment Instructions:**Background of Assignment**

You will need to form groups of maximum three members. This group configuration is compulsory, and you will need to utilise your group throughout the semester and develop this assignment together. Within these groups you will need to divide the research work and writing up work up amongst the members, so as to make productive use of your and your group member's time.

Students need to develop a focus area from three of the major outcomes of the module. Students then need to formulate a study commencing with a literature review and conducting the study based on the predetermined methodology that were suitable and chosen for the study as guided by the lecturer.

Methodology required from students are on an undergraduate level, and the theory was provided to students during lectures as well as students had to perform their own literature review to expand on this theory and to develop their own basic theoretical framework.

Students then had to develop an interview schedule and interview one entrepreneur in their community that are suitable for their study. From this case they then had to evaluate the application of their theoretical framework within practice.

The Major Topics extracted from the Module Outcomes are as follows:

- Entrepreneur to Business Owner Transition Path
- Rapid Expansion Strategies
- International Strategies and the International Business Environment
- Opportunities of Globalisation
- Family Business environment
- Succession Strategies for Sustainability (Family and Non-Family Business)

The final project needs to be in the form of a research paper which are around 10 pages and in a typed format, and will be assessed at an undergraduate level.

Criteria	Levels of Achievement			
	Absent	Developing	Competent	Proficient
Topic ▼	0 to 0 points Not related to the outcomes / Absent	1 to 1 points Student made some effort	2 to 2 points Related to the outcomes of the module	3 to 3 points Interesting and clear and related to the outcomes of the module
Focus ▼	0 to 0 points Complete lack of focus	1 to 5 points Student made some effort	6 to 8 points Some focus is evident, but more work is needed.	9 to 10 points The paper is clear on its focus, and it is linked to the outcomes of the module.
Introduction / Background ▼	0 to 0 points Introduction or Background absent or irrelevant.	1 to 5 points Student made some effort	6 to 8 points Paper shows some understanding of context	9 to 10 points Paper indicates a thorough understanding of context of entrepreneur and theory.
Literature Review ▼	0 to 0 points The literature review is absent	1 to 7 points Student made some effort	8 to 13 points The literature review is acceptable, but lacks some aspects such as focus, conciseness or necessary supporting arguments.	14 to 15 points The review of the relevant literature is acceptable for undergraduate.
Methodology ▼	0 to 0 points The methodology is absent	1 to 5 points Student made some effort, and did explain some sort of process.	6 to 10 points The research methodology is present, but may require clarity, or some steps in the research process is missing, and needs expansion.	11 to 12 points The research methodology utilized is clear, and the methods of data analysis are adequate for undergraduate level
Case Study ▼	0 to 0 points Case study is absent.	1 to 10 points Student made some effort, but case study requires a lot more work to be meaningful.	11 to 19 points The case study is present, but may require some work to be more complete.	20 to 25 points The case study is adequate for undergraduate level, and it tells the story of the entrepreneur. It is also highly relevant to the rest of the paper and module outcomes.

Recommendations ▼	0 to 0 points Absent	1 to 7 points Student made an attempt at recommendations, however a lot of work is still required is evident.	8 to 13 points The manuscript offers some recommendations, but the student appears to have missed some recommendations.	14 to 15 points The manuscript offers entrepreneurial applications linked to topic outcomes of the module.
Reflection ▼	0 to 0 points Reflection is absent.	1 to 8 points Student made an attempt, but reflection needs more details and insights.	9 to 17 points Reflection is present, but may require further logical deductions to show insight.	18 to 20 points Reflections have been clearly presented and is evident of the cognitive development of the student with regards to the outcomes of this module.
Technical Quality ▼	0 to 0 points Absent/Poor	1 to 3 points A lot of improvements to the technical look and feel of the manuscript is required.	4 to 8 points Some improvements to the technical look and feel of the manuscript is needed.	9 to 10 points Student followed the technical requirements to a large degree.
Citations and References ▼	0 to 0 points Absent / No references used	1 to 5 points References needs a lot of work, there is also very few, and a lot of errors. Student clearly did not follow guidelines.	6 to 12 points Too little references used, or incorrect style was used, or some inconsistencies are present.	13 to 15 points References and citations are used correctly, and the reference guidelines was adhered to.
Organization ▼	0 to 0 points The manuscript is confusing or miss some sections, or sections are out of place	1 to 2 points Manuscript needs a lot of improvements.	3 to 4 points Manuscript is organized but requires some improvements.	5 to 5 points The manuscript is well organized.
Scholarly Quality ▼	0 to 0 points The manuscript is of poor quality and requires a lot of work.	1 to 6 points The manuscript is of scholarly quality applicable to undergraduate level, but there is a lot of room for improvement.	7 to 8 points The manuscript is of scholarly quality applicable to undergraduate level, but some room for improvement is required.	9 to 10 points The manuscript is of scholarly quality applicable to undergraduate level