

Planning a Business Start-up (IENT102): Assessment description and rubric



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Assessable competencies for the EduBit

The 'Planning a Business Start-up' EduBit assesses your ability to:

Prepare a business plan and supporting business presentation for a start-up business, including reference to legal forms of business, and moral, legal and ethical business behaviours.

Learners must achieve a 50% pass mark for successful completion.

Recommended resources

Before attempting this EduBit assessment, we recommend that you complete the following learning pathways of the OERu micro-course [Planning a Business Start-up](#)

- [Legal forms of business](#)
- [Business ethics](#)
- [Professional advisors and mentors](#)
- [Business planning](#)
- [Presentations](#)

Assessment description and weighting table

You must complete **two tasks** for this EduBit assessment. Each task contributes to the calculation of the final grade according to the following proportional weightings:

Task	Weighting
Task 1 : Prepare a business plan for your start-up business	75%
Task 2 : Prepare a business presentation based on your business plan	25%

Task descriptions

Task 1: Prepare a business plan for a start-up business

You must demonstrate that you can:

1. Prepare a business plan for a start-up business

You will need to provide:

1. A business plan for the first year of your business (or your next year in business for existing start-ups)

Your plan must include the following sections:

1.1 Executive Summary, including

- An outline of your business idea
- Objectives
- Mission statement
- Keys to success of your business, including your USP (Unique Selling Point) - why will customers choose your product or service?
- Key points from your plan

(350-400 words for this section)

1.2 Company Information, including

- Your chosen legal form of business, and the rationale for this choice
- Ownership details
- Location

(Around 150 words for this section)

1.3 Product/Service, including

- Description
- Resources required to produce your product (e.g. raw materials/components), or to provide your service, including an outline of any equipment and/or building premises needed
- Actual or planned prototyping

(350-400 words for this section)

1.4 Strategy and Implementation, including

- Key target dates and milestones
- Marketing strategy, including company's slogan/tagline/strapline (Refer back to IENT 101 to help you)
- Sales strategy (e.g. where/when will you sell your product/offer your service?)
- Pricing options
- Competitive advantage
- Strategic partnerships and alliances, including use of professional advisers and mentors
- Legal, ethical, and/or moral considerations (e.g. copyright, sustainability, fair business practices...), and the implications of these for your business

(550-600 words for this section)

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1.5 Human Resources Plan, including

- Key personnel
- Staffing plan, with rationale

(150-200 words for this section)

(Please note: In a professional Business Plan, you would normally be expected to include details of your market analysis and financial analysis. For the purposes of this assessment, however, these are not required, as they are not part of this course).

Task 2: Prepare a business presentation based on your business plan

Task description / instructions

You must demonstrate that you can:

1. Prepare a business presentation based on your business plan

You will need to provide:

1. A slide deck for a presentation of your business plan (from Task 1) to a potential mentor
 - Your slide deck should include 10-12 slides
 - You need to decide on the visual design, structure, and content of your presentation. Remember to refer to the marking rubric as a guide
 - You should also include the source of any images you use on each slide (use open source images e.g. from Wikimedia or ensure you have permission to use the image(s))

Assessment rubrics (marking guide)

The tables on the following pages show the marks available for each task, broken down by section where relevant. The assessor will award marks for each section according to the criteria described below.

Continued on next page

Task 1: Prepare a business plan for your start-up business

This task is divided into five sections. **Total marks available: 75.**

Section 1: Executive Summary	Marks
<p>The applicant has:</p> <ul style="list-style-type: none"> - included all required elements in the Executive Summary, with an appropriate balance to the elements - appropriately selected and summarised all key points - reflected critically on the core elements of their business start-up 	9 - 10
<p>The applicant has:</p> <ul style="list-style-type: none"> - included all required elements in the Executive Summary - appropriately selected and summarised most key points - explained the core elements of their business start-up 	7 - 8
<p>The applicant has:</p> <ul style="list-style-type: none"> - included most required elements in the Executive Summary - appropriately selected and summarised some key points, though these could be further developed - provided a basic description of the core elements of their business start-up 	5 - 6
<p>The applicant has:</p> <ul style="list-style-type: none"> - not included some required elements in the Executive Summary - omitted several key points and/or has not summarised them adequately - not provided an adequate description of the core elements of their business start-up 	0 - 4 (Not achieved)

Section 2: Company Information	Marks
<p>The applicant has:</p> <ul style="list-style-type: none"> - included all of the required elements for this section - provided a well-justified rationale for their chosen legal form of business 	5
<p>The applicant has:</p> <ul style="list-style-type: none"> - included all of the required elements for this section - provided a basic rationale for their chosen legal form of business 	3 - 4
<p>The applicant has:</p> <ul style="list-style-type: none"> - not included all of the required elements for this section - not provided an adequate rationale for their chosen legal form of business 	0 - 2 (Not achieved)

Section 3: Product/service	Marks
<p>The applicant has:</p> <ul style="list-style-type: none"> - included all of the required elements for this section - clearly and comprehensively explained their intended product or service - critically reflected on the resources and prototyping required for their product or service 	14 - 15
<p>The applicant has:</p> <ul style="list-style-type: none"> - included all of the required elements for this section - clearly explained their intended product or service - provided a clear description of the resources and prototyping required for their product or service 	11 - 13
<p>The applicant has:</p> <ul style="list-style-type: none"> - included all of the required elements for this section - adequately described their intended product or service - provided a basic description of the resources and prototyping required for their product or service 	8 - 10
<p>The applicant has:</p> <ul style="list-style-type: none"> - not included all of the required elements for this section - not adequately described their intended product or service - not provided an adequate description of the resources and/or prototyping required for their product or service 	0 - 7 (Not achieved)

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Section 4: Strategy and Implementation	Marks
<p>The applicant has:</p> <ul style="list-style-type: none"> - included all of the required elements for this section - clearly and comprehensively explained each element of their strategy and implementation - identified at least two (2) relevant legal, ethical, and/or moral considerations for their business start-up, and has critically reflected on their implications 	26 - 30
<p>The applicant has:</p> <ul style="list-style-type: none"> - included all of the required elements for this section - clearly explained each element of their strategy and implementation - identified at least two (2) relevant legal, ethical, and/or moral considerations for their business start-up, and has explained their implications 	21 - 25
<p>The applicant has:</p> <ul style="list-style-type: none"> - included most of the required elements for this section - explained most elements of their strategy and implementation, though these could be further developed - identified at least one (1) relevant legal, ethical, and/or moral considerations for their business start-up, and has provided a basic description of the implications 	15 - 20
<p>The applicant has:</p> <ul style="list-style-type: none"> - not included some of the required elements for this section - not adequately explained their strategy and implementation, - not identified any relevant legal, ethical, and/or moral considerations for their business start-up, and/or has not provided an adequate description of the implications 	0 - 14 (Not achieved)

Section 5: Human resources plan	Marks
<p>The applicant has:</p> <ul style="list-style-type: none"> - included both of the required elements for this section - reflected critically on the staffing needs of their business start-up, and provided a clear rationale for their staffing plan 	5
<p>The applicant has:</p> <ul style="list-style-type: none"> - included both of the required elements for this section - described the staffing needs of their business start-up, and provided a basic rationale for their staffing plan 	3 - 4
<p>The applicant has:</p> <ul style="list-style-type: none"> - not included one or more of the required elements for this section - not adequately described the staffing needs of their business start-up, and/or has not provided an adequate rationale for their staffing plan 	0 - 2 (Not achieved)

Professional presentation and formatting (all sections)	Marks
<ul style="list-style-type: none"> - Excellent use of language - All information is clearly communicated - Language and style are appropriate for a business audience - Very well presented, with clear sections, relevant headings, and consistent styles throughout - Minimal spelling and/or grammatical errors (1 or 2) 	4 - 5
<ul style="list-style-type: none"> - Language is understandable - Most information is clearly communicated - Language and style are mostly appropriate for a business audience - Well presented overall, with generally clear sections and relevant headings; styles used are mostly consistent - Very few spelling and/or grammatical errors 	2 - 3
<ul style="list-style-type: none"> - Language lacks clarity - Some information is not clearly communicated - Language and style are not consistently appropriate for a business audience - Presentation is unclear or inadequate - Many spelling and/or grammatical errors 	0 - 1 (Not achieved)

Coherence of plan	Marks
<ul style="list-style-type: none"> - All sections of the plan are fully integrated - There are no contradictions within the content of the plan - The overall plan is complete, and clearly shows the intended direction of the start-up business 	4 - 5
<ul style="list-style-type: none"> - There are clear relationships between the sections of the plan - There are a few minor contradictions within the content of the plan - The overall plan is complete enough to show the general direction of the start-up business; some minor gaps are evident 	2 - 3
<ul style="list-style-type: none"> - The relationships between the sections of the plan are not clear - There are significant contradictions within the content of the plan - The overall plan is not complete or clear enough to show the general direction of the start-up business 	0 - 1 (Not achieved)

Task 2: Prepare a business presentation based on your business plan

Total marks: 25

Structure and organisation	Marks
<ul style="list-style-type: none"> - The presentation is made up of 10-12 slides, as per the task instructions - The presentation slide deck is very well structured, with a clear and logical progression from start to finish - Individual slides are all very well organised 	7 - 8
<ul style="list-style-type: none"> - The presentation is made up of 10-12 slides, as per the task instructions - The presentation slide deck is well structured overall, with a clear and logical progression from start to finish, though this could be improved - Individual slides are generally well organised 	4 - 6
<ul style="list-style-type: none"> - The presentation is made up of too many or not enough slides - The presentation slide deck lacks structure; the progression from start to finish is not clear and/or not logical - Individual slides are not (or are not adequately) organised 	0 - 3 (Not achieved)

Choice of content	Marks
<ul style="list-style-type: none"> - The presentation content is coherent throughout; there are no contradictions within the content - The applicant has critically reflected on the appropriate information to include, given the intended audience 	7 - 8
<ul style="list-style-type: none"> - The presentation content is mostly coherent; there are minor contradictions and/or gaps within the content - The applicant has included appropriate information for the intended audience 	4 - 6
<ul style="list-style-type: none"> - The presentation content is often not coherent and/or is unclear; there are significant contradictions and/or gaps within the content - The applicant has not adequately considered the intended audience 	0 - 3 (Not achieved)

Visual design	Marks
<p>The applicant has:</p> <ul style="list-style-type: none"> - demonstrated an excellent understanding of the basic principles of visual design, with a careful use of images, colour, and font throughout the slide deck - selected appropriate text, images, and styles throughout the slide deck to enhance the viewer's experience and understanding - used styles consistently throughout the slide deck - included the source of any images used 	5 - 6
<p>The applicant has:</p> <ul style="list-style-type: none"> - demonstrated a good understanding of the basic principles of visual design; the use of images, colour, and font is good overall, though could be improved in places - generally selected appropriate text, images and styles to enhance the viewer's experience and understanding - used styles consistently in most of the slide deck - included the source of most images used 	3 - 4
<p>The applicant has</p> <ul style="list-style-type: none"> - not demonstrated an adequate understanding of the basic principles of visual design - for the most part, not selected text, images and/or styles that are appropriate to enhance the viewer's experience and understanding - not used styles consistently in a large proportion of the slide deck - not included the source of most images used 	0 - 2 (Not achieved)

Use of language	Marks
<ul style="list-style-type: none"> - Excellent use of language - Language and style are appropriate for a business presentation - Minimal spelling and/or grammatical errors (1 or 2) 	3
<ul style="list-style-type: none"> - Language is understandable - Language and style are mostly appropriate for a business presentation - Very few spelling and/or grammatical errors 	2
<ul style="list-style-type: none"> - Language lacks clarity - Language and style are not consistently appropriate for a business presentation - Many spelling and/or grammatical errors 	0 - 1 (Not achieved)