

# Innovation for Entrepreneur

# Innovation for Entrepreneur

**DIN147 (888147) 3(3-0-6)**

# Exams & Assignments

888147 - Innovation Entrepreneur

## Course Marking

Attendance	10%
Assignment #1	15%
Mid-Term Exam	25%
Project & Pitch	25%
Final Exam	25%

Table 1.2: Evaluation Criteria and Percent

Criteria	Percent
Class attendance	10%
Assignments (quiz/exercise/homework)	15%
Project & presentation	25%
Midterm examination	25%
Final examination	25%

assignments

## assignment #1

Group work

Case Study

submission date : 26<sup>th</sup> July (Friday week 6)

assignment : 15%

## assignment #2

Group work

Project: Innovation product or service

submission date : report 4<sup>th</sup> October (Friday week 14)

pitches 8<sup>th</sup> & 11<sup>th</sup> October (Tues/Fri week 15)

assignment : 25%

includes: Business Model Canvas, a Pitch, A Report (plan)

more details to follow

how will it be graded?

## Report / Plan (includes BMC)

- **IDEA** - Clear, innovative, achievable
- **RESEARCHED** - Well researched (e.g. potential market, competitors etc)
- **REPORT DETAIL** – Complete (full, detailed)
- **REPORT STRUCTURE** - Well organised, designed, and presented



how will it be graded?

## Pitch

- **IDEA** - Clear, innovative, achievable
- **PITCH STRUCTURE** - Well organised, designed, and presented
- **PITCH PRESENTATION** - Well presented (clear, audible, confident)
- **PITCH STYLE**– Presentation is clear, impactful, and good design

## rubric

Grade	Written business plan	Presentation pitch
A (80-100)	<ul style="list-style-type: none"><li>• Clear, innovative, achievable idea</li><li>• Comprehensive (full, detailed)</li><li>• Well researched (e.g. potential market, competitors etc)</li><li>• Well organised, designed, and presented</li></ul>	<ul style="list-style-type: none"><li>• Clear, innovative, achievable idea</li><li>• Well organised (structured)</li><li>• Well presented (clear, audible, confident, succinct speech)</li><li>• Presentation is clear, impactful, and attractively designed</li></ul>
B+ (75-79)	<ul style="list-style-type: none"><li>• Clear, innovative, achievable idea</li><li>• Fairly comprehensive but lacking in some more minor details</li><li>• Fairly well researched but lacking in some more minor areas</li><li>• Quite well organised, designed, and presented</li></ul>	<ul style="list-style-type: none"><li>• Clear, innovative, achievable idea</li><li>• Quite well organised (structured)</li><li>• Quite well presented (quite clear, audible, confident, succinct speech)</li><li>• Presentation is fairly clear, impactful, and attractively designed</li></ul>

Grade	Written business plan	Presentation pitch
B (70-74)	<ul style="list-style-type: none"> <li>● Clear, achievable idea but not completely original</li> <li>● Quite comprehensive but lacking in some important details</li> <li>● Fairly well researched but lacking in some important areas</li> <li>● Adequately organised, designed, and presented</li> </ul>	<ul style="list-style-type: none"> <li>● Clear, achievable idea but not completely original</li> <li>● Adequately organised (structured)</li> <li>● Adequately presented (not always clear, audible, confident, succinct speech)</li> <li>● Presentation is somewhat clear, impactful, and attractively designed</li> </ul>
C+ (65-69)	<ul style="list-style-type: none"> <li>● Clear, achievable idea but not very original</li> <li>● Has main parts but lacking in some crucial details</li> <li>● Some research but lacking in some crucial areas</li> <li>● Adequately organised, designed, and presented</li> </ul>	<ul style="list-style-type: none"> <li>● Clear, achievable idea but not very original</li> <li>● Not always adequately organised (structured)</li> <li>● Not always adequately presented (not always clear, audible, confident, succinct speech)</li> <li>● Presentation is sometimes unclear, lacking in impact, and only adequately designed</li> </ul>

rubric

Grade	Written business plan	Presentation pitch
C (60-64)	<ul style="list-style-type: none"> <li>● Achievable idea but not always clear or original</li> <li>● Has most of the main parts but lacking in many crucial details</li> <li>● Little apparent research</li> <li>● Adequately organised, designed, and presented</li> </ul>	<ul style="list-style-type: none"> <li>● Achievable idea but not always clear or original</li> <li>● Sometimes quite poorly organised (structured)</li> <li>● Sometimes quite poorly presented (often not clear, audible, confident, succinct speech)</li> <li>● Presentation is often unclear, lacking in impact, and only adequately designed</li> </ul>
D+ (55-59)	<ul style="list-style-type: none"> <li>● Achievable idea but often not clear or original</li> <li>● Has some of the main parts but lacking in many details</li> <li>● Very little apparent research</li> <li>● Poorly organised, designed, and presented</li> </ul>	<ul style="list-style-type: none"> <li>● Achievable idea but often not clear or original</li> <li>● Often quite poorly organised (structured)</li> <li>● Often quite poorly presented (not clear, audible, confident, succinct speech)</li> <li>● Presentation is often unclear, lacking in impact, and quite poorly designed</li> </ul>

Grade	Written business plan	Presentation pitch
D (50-54)	<ul style="list-style-type: none"> <li>● Achievable idea but not clear or original</li> <li>● Has a few of the main parts but often lacking in crucial details</li> <li>● Very little apparent research</li> <li>● Very poorly organised, designed, and presented</li> </ul>	<ul style="list-style-type: none"> <li>● Achievable idea but not clear or original</li> <li>● Often poorly organised (structured)</li> <li>● Often poorly presented (not clear, audible, confident, succinct speech)</li> <li>● Presentation is often unclear, lacking in impact, and poorly designed</li> </ul>
F (0-49)	<ul style="list-style-type: none"> <li>● Unachievable idea, not clear or original</li> <li>● Has very few of the main parts and lacking in crucial details</li> <li>● No apparent research</li> <li>● Very poorly organised, designed, and presented</li> </ul>	<ul style="list-style-type: none"> <li>● Unachievable idea, not clear or original</li> <li>● Poorly organised (structured)</li> <li>● Poorly presented (not clear, audible, confident, succinct speech)</li> <li>● Presentation is unclear, lacking in impact, and poorly designed</li> </ul>

exams

# dates

Mid Term Exam 20<sup>th</sup> August 2024, 3.30pm to 6.30 pm

**BUT, not enough rooms**

**Wednesday 21<sup>st</sup> August 8-11am – any clashes?**

other details unknown

Final Exam **Sunday** 27<sup>th</sup> October, 3.30pm to 6.30 pm

other details unknown

## format *(based on last year)*

Mid Term Exam Choose and answer **5 questions from 8 questions** mainly related to areas presented in Tuesday's lessons  
*based on lessons before midterm*

Final Exam Choose and answer **5 questions from 9 questions.** mainly related to areas presented in Tuesday's lessons  
*based on lessons after midterm*

**Exams can also include more general questions**

*(e.g. What is a brand you admire? Why?)*



how will it be graded?

## Exams

### UNDERSTANDING

- Clear & complete answers to the question
- clear understanding of the information (e.g. use examples)

not

~~find information on Google, Baidu or Chat GPT~~

help!

help

review lessons to help before exams

both for mid term (week 8) and final exams (week 14)

explanation of assignment 2: project (week 7)

lesson on how to present a pitch (week 7)

project clinics (weeks 11 & 13)

last year results

average

average 75% 10 'A's from 23 students, no 'F's  
+ 3 withdrawals

*(stats with 3 'W')*

average 67% 10 'A's from 26 students, no 'F's

withdrawals affected by strict policy on use of AI

Thank you!  
any questions?