

ASSIGNMENT BRIEFING FORMS

Module title: Business Start-Up Course
Module number: R4020
Module Leader: N. Hill
Module Tutors: S. Roberts/H. Allen/F. Davies
Launch date: Day one of classroom teaching
Time guide: 24 - 30 hours
Interim submission date*: 4 weeks after final day of classroom teaching
 (Guide: optional draft business plan with outline cash flow)
Final submission date*: 8 weeks after final day of classroom teaching
Return date: 2 weeks after submission

* students will be notified of specific dates for assignment submission during the classroom sessions.

ASSIGNMENT BRIEF FOR STUDENTS	
Title	Business Plan for Small Business Start –Up
Assignment Outline Brief	<p>Your assignment for the Business Start-Up Course is the preparation and production of a professional Business Plan and Cash Flow for either your own business or for a business suggested by the tutor.</p> <p>A business plan is the road map for business success; it helps the new business to:</p> <ul style="list-style-type: none"> • spot potential pitfalls before they happen • structure the financial side of a business efficiently • focus growth and development efforts • develop a process for measuring success <p>This assignment seeks to enable the learner to develop relevant skills to critically analyse business practises and processes to aid the development of a plan for business start-up and growth. It will encourage learners to engage with and adopt a range of information, resources, best practises and business theories to supplement their existing business knowledge.</p> <p>Teaching activities to support this assignment are contained within Section 7 of this course handbook. Combined these activities contribute to the final business plan (assignment).</p>
Format	<p>Templates are provided for use as outline business plans, cash flow and profit and loss accounts however any format is acceptable. All business plans should as a minimum contain the following categories:</p> <ul style="list-style-type: none"> • Business name and logo

	<ul style="list-style-type: none"> • Business and personal details • Business Overview (business description, legal status, mission statement, general information, skills) • Director skills and expertise and staffing • Start-up costs (equipment and stock, start-up funding) • Marketing and Sales (market research, competitors, USP, customers, marketing plan, SWOT analysis) • Legislation • Finance and Accounting (personal survival budget, profit & loss, cash flow forecast)
Word count	The total word count should be between 1250 – 2500 (guide) words not including the cash flow and profit and loss spread sheets.
Review	<p>The interim review date (4 weeks after final teaching day) is when the assignment should be submitted as a work in progress. This is not obligatory and will not impact your final assessment but it is very helpful to help the tutor in reviewing your progress, your tutor will give you feedback to help refine and strengthen the assignment if necessary.</p> <p>If the student does not submit a final assignment at the due date, this interim work will be submitted for marking.</p>
Assignment Submission Instructions	<p>Paper copy should be submitted along with the signed assignment submission form either directly to the module tutor or by post to WiRE, Harper Adams University College, Newport, Shropshire TF10 8NB (please obtain proof of posting).</p> <p>You should also email an electronic copy to training@wireuk.org or upload at the Learning Resources Centre (please ensure you keep the email receipt as proof of submission)</p> <p>The digital copy will be reviewed by TURNITIN; this is the standard plagiarism checking programme used for all Harper Adams assignments it ensures only original and unique work is submitted, see www.turnitin.com</p>

ASSIGNMENT MARKING BRIEF

<p>Module Outcomes Assessed</p>	<p>This assignment covers the following outcomes:</p> <ul style="list-style-type: none"> • Identify individual values underpinning a business start-up idea and describe personal motivations for, and potential challenges to, starting up a business. • Analyse and evaluate an initial business idea using a range of business tools • Prepare a cash flow forecast for business start-up costs and initial trading to inform start-up development. • Develop a brand identity and plan a marketing strategy for a new business. • Combine a range of planning techniques to produce a professional business plan to underpin future practice.
<p>Mark the assignment against how it fulfils these criteria</p>	<p>The assignment will be assessed according to the extent which it offers:</p> <ul style="list-style-type: none"> – a professional standard of presentation with an analysis of the brand and values underpinning the business – a clear statement outlining the business proposal using tools and recognised processes to identify risks, determine long term success and challenges and prioritise areas for further development of research. – an understanding and evaluation of key business concepts and the application to the business idea. This should show the student’s ability to select information drawn from the teaching, from independent information gathering or from professional experience and apply it to the business plan to ensure it is both practical and robust. – comprehensive research and knowledge of the market and of business processes and practises. – the application of key financial information in forecasting business turnover, using tools to manipulate data for a variety of “what if” scenarios. <p>Based on key elements as approved by Academic Standards Committee, March 2004, revised September 2010 Harper Adams University College, <i>Academic Quality Assurance Manual</i>, Annex 5.10</p> <p>Knowledge = recognition and recall of facts Understanding = interpretation, translation, summary or paraphrasing of information Analysis = separation of whole into its parts, until relationship between the elements is clear Application = use of information in a situation different from original situation or learning context Evaluation = decision making, judging or selection based on criteria and rationale</p>

Assignment brief moderated and approved by: **Charles Cowap** Date: **18th March 2011**