

Becoming an Entrepreneur (IENT101): Assessment description and rubric



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Assessable competencies for the EduBit

The 'Becoming an Entrepreneur' EduBit assesses your ability to:

Review the characteristics of successful entrepreneurs and apply techniques for generating ideas to initiate a market analysis and supporting due-diligence assessment for a startup business.

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 [Becoming an Entrepreneur](#)

- [The nature of entrepreneurship](#)
- [What makes a successful entrepreneur](#)
- [Entrepreneurs as small business owners](#)
- [Before starting your own business](#)

Assessment description and weighting table

You must complete **four 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 : Define entrepreneurship and identify typical characteristics of successful entrepreneurs	25%
Task 2 : Apply techniques to generate new business ideas	15%
Task 3 : Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of your own business idea for a new product or service	25%
Task 4 : Identify other market analysis techniques and due-diligence assessment processes appropriate for a start-up business	35%

Task descriptions

Task 1: Define entrepreneurship and identify typical characteristics of successful entrepreneurs	
You must demonstrate that you can: 1.1 Define entrepreneurship 1.2 Describe three (3) typical characteristics of successful entrepreneurs and provide examples 1.3 Apply your learning about successful entrepreneurship to reflect on your own aptitude for entrepreneurship	
You will need to provide:	
1.1 A personal definition of entrepreneurship.	(Approximately 50 words)
1.2 A description of three (3) typical characteristics of successful entrepreneurs, together with an example of each characteristic as demonstrated in the life story of two or more entrepreneurs. This should be based on your reading of the literature and credible online resources, with supporting references in APA style. (Consult APA style published by the University of Canterbury.)	(Approximately 300 words in total)
1.3 A reflection on your own aptitude for successful entrepreneurship, in which you: <ul style="list-style-type: none">● Identify at least two characteristics which you consider to be your personal strengths and describe a situation(s) in which you have demonstrated these strengths.● Identify at least one characteristic which you feel you need to improve on and reflect on how you might achieve this.● Provide an overall conclusion about your personal aptitude for successful entrepreneurship.	(Approximately 300 words)

Task 2: Apply techniques to generate new business ideas	
Task description / instructions You must demonstrate that you can: 2. Apply techniques to generate new business ideas.	
You will need to provide:	
2.1 A description of the techniques you have applied to generate your business idea(s). (Approximately 400 words)	
2.2 An outline of one business idea that you would like to pursue further. (Note: You will use this idea for the remaining tasks for this assessment.)	(Approximately 100 words)

Task 3: Conduct a SWOT analysis

Task description / instructions

You must demonstrate that you can:

3. Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of your own business idea for a new product or service.

You will need to provide:

3.1 A completed SWOT analysis on the business idea you identified in Task 2, using a 4-box table or headings. You should provide at least three items under each heading and a brief explanation of why each item is included in your analysis.

Task 4: Identify other market analysis techniques and due-diligence assessment processes appropriate for a start-up business

Task description / instructions

You must demonstrate that you can:

4.1 Select appropriate market analysis techniques for a start-up business.

4.2 Identify and explain due-diligence assessment processes relevant to a start-up business.

You will need to provide:

4.1 A description of elements that you would include in a market analysis for your business idea, including a rationale for your choices.

(Approximately 450 words)

4.2 A written discussion of questions you would expect a potential investor to ask about your business plan when carrying out a due diligence assessment. You should discuss at least five questions, explain why you have selected them, and outline what evidence you would present to satisfy the potential investor.

(Approximately 450 words)

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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.

Task 1: Define entrepreneurship and identify typical characteristics of successful entrepreneurs

This task is divided into three sections. **Total marks available: 25.**

Section 1: Definition of entrepreneurship	
Criteria	Marks
The applicant has provided an accurate and in-depth definition of entrepreneurship.	4 - 5
The applicant has provided a clear definition of entrepreneurship.	3
The applicant has provided a general definition of entrepreneurship.	2
The applicant has not correctly defined (or has not adequately defined) entrepreneurship.	0 - 1 (Not achieved)

Section 2: Description of characteristics of successful entrepreneurs	
	Marks
The applicant has provided a reflective description of three characteristics of successful entrepreneurs, and provided relevant and well-explained examples. Three or more appropriate references and in-text citations with no errors in APA style.	9 - 10
The applicant has provided a clear description of three characteristics of successful entrepreneurs, and provided relevant examples. One or more appropriate references listed in the bibliography with no errors in APA style.	7 - 8
The applicant has provided an adequate description of three characteristics of successful entrepreneurs, and provided relevant examples. One reference listed in the bibliography (one or two minor errors in APA style are permissible)	5 - 6
The applicant has not provided an adequate description of three characteristics of successful entrepreneurs and/or has not provided appropriate examples.	0 - 4 (Not achieved)

Section 3: Application of learning through personal reflection	Marks
The applicant has reflected critically on their own aptitude for successful entrepreneurship by evaluating their own characteristics, and providing a clear, coherent conclusion.	9 - 10
The applicant has reflected on their own aptitude for successful entrepreneurship by describing their own characteristics, and providing a clear, coherent conclusion.	7 - 8
The applicant has demonstrated the ability to reflect, at a basic level, on their own aptitude for successful entrepreneurship, by describing some of their own characteristics, and providing an adequate conclusion.	5 - 6
The applicant has not reflected on their own aptitude for successful entrepreneurship or on their own characteristics. There is insufficient evidence of learning.	0 - 4 (Not achieved)

Task 2: Apply techniques to generate new business ideas

This task has one section. **Total marks available: 15.**

Description of techniques applied to generate new business idea(s)	Marks
The applicant has provided a well-structured outline of a business idea, with an in-depth description of relevant techniques used to generate this idea, including justifications for the relevance of techniques used.	13 - 15
The applicant has provided a clear outline of a business idea, with a detailed description of a variety of techniques used to generate this idea.	10 - 12
The applicant has provided an outline of a business idea, with a general description of a few techniques used to generate this idea.	7 - 9
The applicant has not provided an adequate outline of a business idea and/or an adequate description of techniques used to generate this idea.	0 - 6 (Not achieved)

Task 3: Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of your own business idea for a new product or service

This task has one section. **Total marks available: 25.**

SWOT analysis	Marks
The applicant's SWOT analysis shows evidence of critical reflection (with at least three items under each heading with no errors of categorisation). An insightful explanation is provided for the inclusion of different items in the analysis.	23 - 25
The applicant's SWOT analysis clearly identifies items (at least three items under each heading with no errors of categorisation). A clear explanation is provided for the inclusion of different items in the analysis.	18 - 22
The applicant has completed a basic SWOT analysis (including at least three items under each heading), but there are some errors in item categorisation (no more than two errors). A limited explanation is provided for the inclusion of different items in the analysis.	13 - 17
The applicant has not, or has not correctly, completed a SWOT analysis with at least three items under each heading. There is no explanation (or no adequate explanation) for the inclusion of different items in the analysis.	0 - 12 (Not achieved)

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Task 4: Identify other market analysis techniques and due-diligence assessment processes appropriate for a start-up business

This task is divided into two sections. **Total marks available: 35.**

Section 1: Selection of appropriate market analysis techniques	Marks
The applicant has reflected critically on appropriate market analysis techniques for their own business idea, and has provided a clear, coherent rationale for their choices.	15 - 18
The applicant has described appropriate market analysis techniques for their own business idea, and has provided a clear rationale for these.	12 - 14
The applicant has listed a limited range of appropriate market analysis techniques for their own business idea, and has provided a basic rationale for these.	9 - 11
The applicant has not provided sufficient evidence of learning	0 - 8 (Not achieved)

Section 2: Identification of due-diligence assessment processes	Marks
The applicant has reflected critically on at least five questions that a potential investor is likely to ask during a due-diligence assessment, and has provided a clear, coherent rationale for their selection. They have included a well-explained outline of appropriate evidence to present to a potential investor.	15 - 17
The applicant has described at least five questions that a potential investor is likely to ask during a due-diligence assessment, and has provided a clear rationale for their selection. They have included an outline of appropriate evidence to present to a potential investor.	12 - 14
The applicant has listed at least five questions that a potential investor is likely to ask during a due-diligence assessment, and has provided a basic rationale for their selection. They have included a basic outline of appropriate evidence to present to a potential investor.	9 - 11
The applicant has not provided sufficient evidence of learning.	0 - 8 (Not achieved)