

BDV4C Summative Entrupeneurship

For the Summative you will create a complete, detailed venture plan.

You can draw on lessons and assignments completed throughout the semester in order to complete the venture plan.

Your venture plan should include a description of the:

1. Executive Summary (include a mission statement)
2. Market Analysis (4 P's and target market)
3. Resource Analysis (Types of resources)
4. Operating Strategy
5. Financial Strategy

The venture plan should be approx 1.5 - 3 pages in length

Course: BDV4C		Assignment Name: Entrepreneurship Summative		
Ministry Expectation Code: analyse the challenges and opportunities of the start-up phase of a business life cycle; analyse the key components of a venture plan; determine the financial requirements and sources of financing for their venture; analyse the size and composition of the potential market for their venture; develop effective promotional strategies for their venture; produce, using appropriate computer software, the elements of a venture plan, including a production plan, marketing plan, human resources plan, management plan, and financial plan that are most appropriate for their proposed venture;				
Categories	Level 1 50-59	Level 2 60-69	Level 3 70-79	Level 4 80-99
Knowledge and Understanding	Demonstrates limited knowledge and understanding of content	Demonstrates some knowledge and understanding on content	Demonstrates considerable knowledge and understanding of content	Demonstrates thorough knowledge and understanding of content
Thinking and Inquiry	Uses planning, processing and critical/creative thinking with limited effectiveness	Uses planning, processing and critical/creative thinking with some effectiveness	Uses planning, processing and critical/creative thinking with considerable effectiveness	Uses planning, processing and critical/creative thinking with a high degree of effectiveness
Communication	Expresses and organizes ideas and information for different audiences and purposes with limited effectiveness	Expresses and organizes ideas and information for different audiences and purposes with some effectiveness	Expresses and organizes ideas and information for different audiences and purposes with considerable effectiveness	Expresses and organizes ideas and information for different audiences and purposes with a high degree of effectiveness
Application	Applies knowledge and skills in familiar and new contexts with limited effectiveness	Applies knowledge and skills in familiar and new contexts with some effectiveness	Applies knowledge and skills in familiar and new contexts with considerable effectiveness	Applies knowledge and skills in familiar and new contexts with a high degree of effectiveness