

BA30591E: Introduction to Business

Assessment A1

Group Presentation 20 minutes

Weighting: 40%

Number of Slides 8-10

Learning Outcome: LO1.LO2, LO3

Submission Deadline: Monday 05th December 2022 11:59PM

The submission is through the Turnitin link provided in the UWL Blackboard. The group leader is responsible for final submission on the Turnitin link and all the group members' full names should be included in the cover page.

The Task

Working in small groups (2-4 students) you are asked to design and deliver a presentation to your potential investors for a business start-up proposal. The presentation should contain the following information so that you can win the investors interest to seek the investment you are looking for.

Distinguish the types of business organisations and justify why a partnership start-up is better than sole tradership and what would be your marketing strategy to reach prospective customers.

Convenience your potential investors which one is the best organisational structure and highlight the significance of main functional areas in your chosen business organisation.

Marking Criteria A1

Criteria	Maximum Marks
Introduction <ul style="list-style-type: none"> Introduction and background of your presentation 	5%
Design and clarity of Presentation <ul style="list-style-type: none"> PPT slides layout, presentation format, and clarity 	10%
Clarity of expression <ul style="list-style-type: none"> Knowledge and understanding appropriate to assignment, which enhances the argument and comprehension 	20%
Content, <ul style="list-style-type: none"> Relevant to task and learning outcomes. Comprehensive Well-researched use of material 	35%
Answers to questions <ul style="list-style-type: none"> Thoughtful Responsive Drew on knowledge of topic beyond presentation Team coordination <ul style="list-style-type: none"> Cohesiveness 	10%
<ul style="list-style-type: none"> Individual Member Participation <ul style="list-style-type: none"> Use member participation form* 	10%
Harvard Referencing <ul style="list-style-type: none"> Use Sources used are acknowledged in the text and reference list and used fluently to support discussion. Referencing follows a systematic approach, appropriate to the discipline 	10%

Individual Member Participation Form

Student ID	1)	2	3	4
GRADING CRITERIA				
Ideas for presentation Oral (3)				
Analysis and evaluation of material/data (3)				
Participation in group meetings and preparation of presentation (4)				
Total (10)				

