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| **This module will be assessed via one item of assessment** |
|  | **Assessment Type** | **Weighting (%)** |
| **Coursework**  | **Individual Essay** | **100%** |

## Coursework: “Encouraging entrepreneurial activity in [chosen country]”

Part a) Briefly outline 4 key challenges faced by start-up entrepreneurs (500 -600 words)-20 marks

Part b) With specific reference to the Isenberg model, ​critically evaluate the key domains of the entrepreneurship ecosystem in your country of choice. (1,200- 1,300 words)- 40 marks

Part (c) Discuss with examples ​how this entrepreneurship ecosystem can support the growth of international new ventures in your country of choice (this should be the same as in part b). (1,200 – 1,300 words)- 40 marks

Word count: 3,000 (+/- 10%) excluding references, cover and contents page.



**Assessment Guidelines**

1. The assessment will take the form of an individual essay of 3000 words (+/- 10%) including intext citations, but excluding reference list, contents page and any appendices.
2. Detailed guidance will be given during the semester and supplemented by material under the assessment tab on BBL.
3. This element of coursework accounts for 100% of the overall assessment. Students should refer to the generic Level 7 marking criteria and the marking sheet included in the handbook to provide them with fuller details of marking criteria.
4. **Completed assignments must be submitted via Turnitin by 11:59, 20th August 2023.**
5. View additional ‘Standard Assessment Guidance,’ (below) for further applicable guidance.

**FEEDBACK**

Feedback on drafts will be provided in class in weeks 9, 10 and 11.

## Standard Assessment Guidance (see also Generic Assessment Criteria)

As a rule:

1. Marks are awarded for content, quality of discussion and effective use of referencing. Higher marks are awarded to students who provide strong evidence of analysis and critical evaluation of the various concepts and techniques identified and their application to real world situations.
2. Work must include references to journal articles and other relevant publications, and the Harvard system of referencing should be correctly applied. See: [Guide to Referencing in the Harvard Style](http://guides.library.ulster.ac.uk/ld.php?content_id=28291696) - available in the module area on BBL . We also encourage you to avail of the Academic Support via the Library’s Support Service.
3. To achieve high marks, students will be expected to demonstrate a familiarity with the wider and current literature in the subject area, and not merely an ability to re-produce module content. Note that marks are available for evidence of reading and accurate referencing. 
4. We recommend that students make multiple submissions in advance of the due date to receive feedback via Turnitin on their academic writing style (similarity score) to avoid potential plagiarism issues. Be aware that instances of plagiarism will incur serious penalties. You may also consider feedback via the Studiosity tool. Further guidance will be given in class.
5. Work should be well structured and written in a concise manner. You should note the word limit policy. Penalties as follows:

+/-10% - no penalty

+/1>10% - 20% - 5% penalty

+/->20% - 30% - 10% penalty

+/->30% - 40% - 15% penalty

+/->40% - 20% penalty

6) Further specific detail available under the Assessmenttab on BBL as we progress in the semester.