Instructions/Instruksies

QUESTION 1/VRAAG 1 (25)

Your MBA syndicate group identified a viable business idea in the green commerce business environment and developed a detailed business plan to assess and roll-out the opportunity. Refer to the group assignment (or another business in the green commerce environment) and utilise Osterwalder's Business Model Canvas as a guideline to **map out** and **discuss** the nine dimensions for the business concept.

QUESTION 2/VRAAG 2 (20)

Co-creation refers to the act of creating together. When applied in business, it can be used as a strategy to develop new business models, products and services with customers, clients, trading partners or other parts of the same enterprise or venture. Co-creation, as a professional discipline, is a set of capabilities, models, skills, methods and activities that enable the act of co-creation.

Critically analyse the concept of co-creation and applied it to the business environment. Motivate your point of opinion in full and provide practical examples of how the concept can be applied in the business environment.

QUESTION 3/VRAAG 3 (25)

In July 2010, the *Harvard Business Review* published an article by Daniel Isenberg, Professor of Entrepreneurship Practice at Babson College, titled "How to Start an Entrepreneurial Revolution."

In this article, Isenberg describes the environment in which entrepreneurship tends to thrive. Drawing from examples from around the world, the article proposes that entrepreneurs are most successful when they have access to the human, financial and professional resources they need and operate in an environment in which government policies encourage and safeguard entrepreneurs. This network is described as the entrepreneurship ecosystem.

The Babson College Entrepreneurship Ecosystem Project then categorises this framework into these domains: policy, finance, culture, supports, human capital and markets:

- The policy covers government regulations and support.
- The finance domain includes the full spectrum of financial services available to entrepreneurs.
- Culture covers societal norms and success stories that help to inspire people to become entrepreneurs.
- The support domain includes non-governmental institutions, infrastructure and professional support such as investment bankers, technical experts and advisors.
- Markets cover entrepreneurial networks and customers.
- Human capital includes the education system and the skill level of the workforce.

Critically analyse the South African entrepreneurial ecosystem and make recommendations on what should be done to improve the entrepreneurship ecosystem in Southern Africa.

QUESTION 4/VRAAG 4 (30)

Refer to the following three case studies in the prescribed textbook (Spinelli & Adams, 2016):

Lakota Hills (Spinelli & Adams, 2016:64-73)
Jim Poss (Spinelli & Adams, 2016:105-112)
Newland Medical Technologies (Spinelli & Adams, 2016:184-191)

Analyse the three case studies in-depth and answer the following questions:

4.1 Refer to the three case studies and answer the question: "Is the opportunity feasible?" By referring to all three case studies, do a critical analysis of the feasibility of the three opportunities. Present the analyses in table format.

(20)

4.2 If you were an investor, in which of the opportunities would you invest? Motivate your answer and provide practical examples to motivate your opinion.

(10)

TOTAL/TOTAAL: 100