

MBAD 823 (ENTREPRENEURSHIP) ASSESSMENT

GROUP ACTIVITY 1 (10% of the group assignment mark)

Submission date: 31 August 2020 at 24:00 (On the eFundi platform)

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

- ImageCafé (Spinelli & Adams, 2016:21-27)
- Lakota Hills (Spinelli & Adams, 2016:64-73)
- Roxanne Quimby (Spinelli & Adams, 2016:90-95; 137-142)

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

1. With reference to the case studies above, answer the following question: “Who can be an entrepreneur?” By referring to all three cases, assess the suitability of the three lead entrepreneurs to succeed in their respective business ventures. Discuss, among others, the influence of role models, their childhood experience with regard to entrepreneurship, their prior experience before self-employment and their current strengths and weaknesses that could influence the success of the venture. Provide examples from the three case studies above to motivate your point of view. [50]
2. “Entrepreneurs think and act ingeniously when it comes to resources”. Apply this statement to the Roxanne Quimby case. Discuss how Roxanne bootstrapped the resources needed to establish and build Burt’s Bees, and provide practical examples to motivate your point of view. [50]

INDIVIDUAL ASSIGNMENT (100% of the Individual assignment mark)

Submission date: 07 September 2020 at 24:00 (On the eFundi platform)

A social entrepreneur is a person who pursues novel applications that have the potential to solve community-based problems. These individuals are willing to take on the risk and effort to create positive changes in society through their initiatives (Investopedia, 2020).

Social entrepreneurship refers to an approach by individuals, groups, start-up companies or entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a wide range of organisations, which vary in size, aims and beliefs (Wikipedia, 2020).

Critically analyse the concept of social entrepreneurship and apply it to the Southern African business environment. Motivate your point of opinion in full and provide practical examples of how the concept can be applied in the business environment and community to nurture social justice.

The length of the assignment may not exceed ten (10) A4-format typed pages, 1.5 line spacing and 12 font size.

GROUP ASSIGNMENT (80% of the Group assignment mark)

Submission date: 05 October 2020 at 24:00 (On the eFundi platform)

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 on 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 skills level of the workforce.

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

The length of the assignment may not exceed twelve (12) A4-format typed pages, 1.5 line spacing and 12 font size.

GROUP ACTIVITY 2 (10% of the group assignment mark)

Submission date: 12 October 2020 at 24:00 (On the eFundi platform)

Critically analyse the contribution of entrepreneurs to economic development, job creation and the creation of wealth in the world, Africa and Southern Africa.

ASSESSMENT PLAN

Formal (Participation mark)

Assessment method	Number	Maximum marks	Weight
Individual assignment	1	100	50
Group assignment	1	100	40
Group activities	2	100	10

Summative (Examination mark)

Assessment method	Number	Maximum marks	Weight
Examination	1 x 6-hour [eFundi]	100	100

Module mark = Participation : Examination = 50 : 50