M03 – Entrepreneurship

Assignment Guidelines:

This task challenges students to critically analyse the contribution of the entrepreneur to the establishment, growth and survival of business enterprise in dynamic and competitive markets. Students may analyse theories of entrepreneurship, opportunity recognition, innovation, entrepreneurial strategy, business model, venture creation, entrepreneurial finance, risk management and the contribution of entrepreneurship to organisational and economic growth.

Students should be able to apply entrepreneurial ideas in real business situations by analysing successful entrepreneurial companies, assessing entrepreneurial problems, and formulating advice, supported by evidence, for the establishment and management of innovative companies.

Submission Format:

- Detailed project report
- Font: Times New Roman, Size: 12
- Spacing: Double
- Word Count: 4000–5000 words
- Submission Deadline: 31 December 2026

Assessment Criteria: •
Understanding and application of entrepreneurship theories and concepts (20%)
- Critical analysis of entrepreneurial opportunities, innovation, and business strategies (20%)
- Application of entrepreneurial tools and frameworks (20%)
- Real-world relevance and use of entrepreneurial examples/case studies (20%)
- Academic structure, referencing, and APA formatting (20%)

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction
- Literature Review
- Methodology
- Findings/Analysis
- Discussion
- Conclusion
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Entrepreneurial Opportunity Identification and Venture Creation

Prepare a strategic report analysing how entrepreneurs identify opportunities and transform ideas into successful business ventures.

Your paper should:

- Describe the meaning of entrepreneurship and the traits of those entrepreneurs who succeed.
- Examine various methods for recognising and assessing entrepreneurial opportunities.
- Debate opportunity recognition, market research, customer needs analysis, and competitive positioning.
- Assess the contribution of innovation, creativity and technology to the development of new ventures.
- Understand the critical elements of a successful entrepreneurial business model (value proposition, customer segments, revenue streams, resources etc.).
- Give a professional perspective on successful entrepreneurial ventures and the circumstances surrounding their growth and long-term viability.

Option 2: Innovation, Entrepreneurship, and Business Growth Strategy

Develop a critical analysis of how innovation and entrepreneurial strategies contribute to organisational growth and competitive advantage.

Your paper should:

- Describe the connection between entrepreneurism and business competitive.
- Examine various forms of innovation including product, process, business model and digital innovation.
- Outline organisational entrepreneurial strategies in building sustainable competitive advantage.
- Assess the influence of disruptive technologies, digital transformation, and emerging trends in the market on entrepreneurial success.
- Assess the extent to which mature firms can be entrepreneurial, in terms of corporate entrepreneurship and innovation.
- Four to six short case studies of organisations that have realised growth through innovation-driven entrepreneurship.

Option 3: Entrepreneurial Challenges, Risk Management, and Venture Sustainability

Analyse the challenges faced by entrepreneurs and evaluate strategies for building sustainable entrepreneurial ventures.

Your paper should:

- Describe the primary difficulty in starting and running entrepreneurial ventures.
- Assess the finance-related entrepreneurial risks, the risks related to market uncertainty as well as the operations, technology and competition-related risks.
- Describe the providers of entrepreneurial finance: bootstrapping, venture capital, angel investors, crowdfunding and traditional business loans.
- Appraise the significance of entrepreneurial leadership, team building and management of stakeholders.

- Analyse strategies for enhancing venture sustainability, scalability, and long-term business performance