

ASSESSMENT AND INTERNAL VERIFICATION FRONT SHEET (Individual Criteria)

Course Title		Lecturer Name & Surname	
Unit Number & Title	CDKSK-404-1915 – Employability and Entrepreneurial Skills		
Assignment Number, Title / Type	Assignment 01 – Home-Based Assignment		
Date Set	2 nd December 2019	Deadline Date	VARIOUS
Student Name		ID Number	Class / Group

<input type="checkbox"/>	Student's declaration prior to handing-in of assignment: ❖ I certify that the work submitted for this assignment is my own and that I have read and understood the respective Plagiarism Policy
<input type="checkbox"/>	Student's declaration on assessment special arrangements (Tick only if applicable) ❖ I certify that adequate support was given to me during the assignment through the Institute and/or the Inclusive Education Unit.
<input type="checkbox"/>	❖ I declare that I refused the special support offered by the Institute.
Student Signature:	Date :

Assessment Criteria	Maximum Mark	Mark Achieved
Criteria 1.1: Discuss different employability skills required for own future employment	5	
Criteria 1.2: Appraise own skills and personal development to become more employable for industry 4.0	7	
Criteria 2.1: Use an Idea generation technique to generate ideas for an entrepreneurial project	10	
Criteria 2.2: Evaluate different business ideas and choose the most feasible	6	
Criteria 2.3: Describe the chosen business idea by own team	4	
Criteria 2.4: Identify strengths, weaknesses, opportunities and threats of the chosen idea	8	
Criteria 3.1: Compare own chosen idea with competitors on the market	6	
Criteria 3.2: Illustrate the key processes/operations required in relation to chosen business idea	10	
Criteria 3.3: Explain the key resources required in relation to chosen business idea	8	
Criteria 3.4: Define the target market of a business idea	3	
Criteria 3.5: Create a brochure to promote own business idea to the target market	4	
Criteria 3.6: Identify effective methods to promote own business idea	4	
Criteria 4.1: Use the most suitable channel/s to communicate the business idea to prospective investors/stakeholders	15	
Criteria 4.2: Appraise own experience with focus on working in a team	10	
Total Mark	100	

Assessor's feedback to student

(If necessary, use reverse side of page for IV feedback on assignment brief / sample of assessment decisions)

	Name & Surname	Signature	Date
Internal Verifier : Approval of <u>assignment brief</u>	KENNY NUSCAT	K. N	29/11/19
Lecturer / Assessor : Issue of results and feedback to student			
Internal Verifier : Approval of <u>assessment decisions</u> (Sample)			
Learner's signature upon collection of corrected assignment.			

Employability and Entrepreneurial Skills

Assignment 2019-2020

Scenario

As an individual, once you finish your academic formation, you will make a choice of choosing how you will make a living. This assignment gives you the opportunity to explore possible opportunities that await you in the market.

The assignment has both individual tasks and group tasks, as detailed below:

Task 1 –	Individual Task –	12 marks
Task 2 –	Group Task –	78 marks
Task 3 –	Individual Task –	10 marks

A note about the Group Task

For the Group Task, you are required to team up as a group of between three (3) and five (5) students from the same class and come up with a business idea. The business ideas presented through the group task should be sound and achievable and need to be legal and ethical without breaching local and/or EU standards or legislation.

Once you finish the Group Task, you need to reflect upon the contribution of the other members of the team and if you agree, sign the declaration that shows your approval of each of the other members' contribution throughout the assignment (from Question 3 up to Question 11).

Do note that the absence of signatures under a member's name in the declaration might have an impact on the final mark of the particular team member.

One copy per group of the signed team-work declaration (sample available on Page 9 of this brief) should be uploaded on Moodle **one day before the Presentation**.

Deliverables:

Task 1

- One document to be uploaded on Moodle by each student covering Questions 1 and 2. This task should be tackled **individually**. **One submission per student is required.**

Task 2

- One document to be uploaded on Moodle by the group representative, covering Questions 3 to 10. This task should be tackled as a **group**. **One submission per group is required.**
- One presentation to be uploaded on Moodle by the group representative, covering Question 11. The presentation then needs to be delivered as a **group**. **One submission per group is required.**
- One signed team-work declaration to be uploaded on Moodle, by the group representative. **One submission per group is required.**

Task 3

- One document to be uploaded on Moodle, by each student, covering Question 12. This task should be tackled **individually**. **One submission per student is required.**

The deadlines for each of the Tasks will be communicated by your lecturer.

TASK 1 – INDIVIDUAL TASK

Question 1

Criteria 1.1 [5 marks]

Keeping in mind the 4th Industrial Revolution, choose a job opportunity and describe at least three (3) different transversal skills that an employer would look for when choosing candidates to fill the post.

Your answer should include:

- A title and description of the job opportunity that you are considering, including how it is impacted by the advent of the 4th Industrial Revolution
- Three (3) transversal skills that are relevant to the job opportunity, describing why they are important for the job opportunity

Question 2

Criteria 1.2 [7 marks]

Reflect on any skills that you currently possess that might help you to find employment. Analyse what skills you need in order to make yourself more employable and stand out from the rest of the potential candidates for a job opportunity.

Your answer should include:

- A list of at least three (3) hard skills and/or transversal skills (other than those described in Question 1) that you currently possess, that are relevant to the job opportunity identified in Question 1, describing why they are relevant for the job opportunity.
- Two (2) hard skills and/or transversal skills that you think might be useful to gain or improve before applying for the job opportunity identified in Question 1. You should include details of how you intend to gain or improve these skills in the near future.

TASK 2 – GROUP TASK

Question 3

Criteria 2.1 [10 marks]

As a team, you are required to come up with entrepreneurial ideas. Use an idea generation technique to come up with a number of (minimum three) business ideas.

Your answer should include:

- An explanation of the process through which ideas were generated.
- A description of three Business ideas
- The market sector relating to each business idea

Diagrams, tables etc. that might help you explain better the idea generation process can be included in your answer

Question 4

Criteria 2.2 [6 marks]

From the pool of ideas identified in Question 3, choose an idea that fits best for your team in order to take the idea a step further and write up a proposal. Write down the chosen idea and include

EITHER

- A matrix scoring system showing three (3) ideas and minimum three (3) factors. Include a description of your thought process

OR

- An Originality Pane, including a description

OR

- Any type of analysis to show how evaluation of the ideas was done, in order to choose the idea you want to take forward.

Question 5

Criteria 2.4 [8 marks]

Analyse your internal and external environment and list Strengths, Weaknesses, Opportunities and Threats (SWOT) related to your chosen idea.

Question 6

Criteria 2.3; 3.4; 3.5 [11 marks]

Part a)

Use primary research to identify your target market. This could be in the form of questionnaires (minimum 50) or interviews (minimum 6) etc. One blank copy of the questionnaire or any other material gathered, together with a summary of results (e.g. through charts, transcripts etc.) obtained should be included in the Appendices.

Part b)

Design a fan-fold brochure in order to promote your product / service. Keep in mind the information gathered from the primary research when creating your brochure. Make sure that the design is relevant to your product / service and appealing to your target audience. Necessary permissions need to be obtained for pictures that will be included in your brochure.

To present the brochure as part of the assignment document, **you are advised to use two pages in landscape format, each split into three sections.** The structure could be similar to the diagrams shown in Figure 1 and Figure 2.

About the business/company	Contact Details	Front Page including Name, Logo, Tagline
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Figure 1 - Fan-fold brochure - First page

Problem		
Solution		
Benefits		
Target market		
Pricing		

Figure 2 - Fan-fold brochure - Second page

Question 7

Criteria 3.6 [4 marks]

Based on the results of the primary research carried out, identify and describe at least two (2) methods (other than a brochure) in which you would promote your proposed business idea. You should include a description of why and/or how the chosen methods would help you reach you target audience.

Question 8

Criteria 3.1 [6 marks]

Identify a minimum of two (2) competitors and compare their product/service with what your business is offering. In order to tackle this question, you are required to display a competitor comparison chart with a minimum of three factors, similar to Figure 3. Remember to include your business idea in the chart. This will help you identify your USP.

FACTORS	COMPETITOR 1	COMPETITOR 2	OUR BUSINESS
FACTOR 1			
FACTOR 2			
FACTOR 3			
FACTOR 4			

Figure 3 - Competitor Comparison Chart

Question 9

Criteria 3.2 [10 marks]

Illustrate the key processes or operations involved in executing your idea through a Value Chain diagram, block diagram or a flow chart. Your diagram should show the process from planning stage up to delivery of product/service to the customer.

Question 10

Criteria 3.3 [8 marks]

- a) Identify and list key human resources needed during the first year of operations (including number needed and respective yearly remuneration) to be able to start operating your proposed business. Describe why each role is essential for your business.
- b) Produce a table that shows key resources (equipment, vehicles etc.) required during the first year of operations of your business venture, including relevant costs related to these resources. Any relevant quotations should be included in the Appendices section.

Question 11

Criteria 4.1 [15 marks]

As a group, you are required to design and deliver a presentation to present your idea to an audience using clear, logical and coherent arguments, whilst appealing to a technical and non-technical audience.

You are required to prepare and deliver a presentation in English of no longer than 10 minutes. All members of the team are to participate in the presentation. Following your presentation you will be asked questions related to your work.

TASK 3 – INDIVIDUAL TASK

Question 12

Criteria 4.2 [10 marks]

Once you have completed this assignment, you need to reflect on your experience when working in the team. You are required to answer these questions:

- a) How did you feel working in a group? Do you prefer working individually or in a group?
- b) What were the benefits of working in a group during this assignment?
- c) What were the challenges of working in a group during this assignment, and how did you tackle these challenges?
- d) What were your personal strengths demonstrated while working in the group?
- e) If you have another group task in the future, which areas do you think you need to improve on personally in order to work more effectively within the group?

This question should be answered in not less than one (1) page and not more than two (2) pages (font size 12, line spacing 1.5)

Signed Team-Work Declaration

We, the members of Group _____ as part of the Employability and Entrepreneurial Skills Unit declare that each member of the group contributed effectively and equally to the completion of Task 2.

Member 1: _____

Member 2	
Member 3	
Member 4	
Member 5	

Member 2: _____

Member 1	
Member 3	
Member 4	
Member 5	

Member 3: _____

Member 1	
Member 2	
Member 4	
Member 5	

Member 4: _____

Member 1	
Member 2	
Member 3	
Member 5	

Member 5: _____

Member 1	
Member 2	
Member 3	
Member 4	

Note: This declaration should be uploaded on Moodle by the group representative one day before the Presentation.