

# ASSIGNMENT BRIEF

## MASTER OF ARTS IN DESIGN INNOVATION MANAGEMENT

Business Planning for Creative Entrepreneur  
DM501-4-M

**i** Verification Date:

Intake:

Module Lecturer: Ooi Aik Khong Eekang

### LEARNING OUTCOMES AND ASSESSMENTS OVERVIEW

**i** In order to pass the module, you must complete all the following assessments components:

| CLO | LEARNING OUTCOMES  | PLO DOMAIN          | ASSESSMENT (%)                   |
|-----|--|---------------------|----------------------------------|
| 1   | Demonstrate an entrepreneur competency to address open-ended problems.         | Entrepreneur Skills | (Business Plan) 50%              |
| 2   | Form strategies in response to problems using effective planning and research. | Personal Skills     | (Case Study Analysis) 40%        |
| 3   | Present solutions to problems in a professional manner.                        | Communication       | (Business Plan Presentation) 10% |

### Assessment 1: Interdisciplinary Problem-Solving: A Case Study Approach (40%) (CLO2)

**i** For this component, you must satisfy the following requirements:

- Criteria 1: Case study analysis (20%)
- Criteria 2: Problem identification – Impact & Value (20%)

#### Assessment Overview

##### Area to explore: Startup for Creative / Sustainable / AI Industry

This assessment requires students to conduct a comprehensive case study analysis of a business or startup operating in Malaysia's creative, technology, or sustainable sectors, or an overseas company with an innovative product or service. Students will examine the company's business model, identify key challenges and opportunities, and propose strategic solutions.

**Deliverable:**

- Executive Summary: A concise overview of the case study, highlighting the key findings and recommendations.
- Executive Summary Report in Word format (3500 – 4000 words)
- Visual Aids: Charts, graphs, or diagrams to illustrate key points and enhance understanding.
- Appendices: Supporting documents, such as interviews, surveys, or additional data.
- Please read the marking rubric to understand further the requirements of the assessment.

**Assessment 2: Business Plan (50%) (CLO1)**

*For this component, you must satisfy the following requirements:*

- **Criteria 1: Originality, creativity and interdisciplinary approached (30%)**
- **Criteria 2: Sustainability and social responsibility (20%)**

**Assessment Overview**

This assessment requires students to develop a comprehensive business plan for a new venture, incorporating both a Business Model Canvas and a supplementary report. The focus will be on originality, creativity, interdisciplinary approaches, sustainability, and social responsibility.

**Your task involves two main components:**

**Assessment Tasks****1. Business Model Canvas Development:**

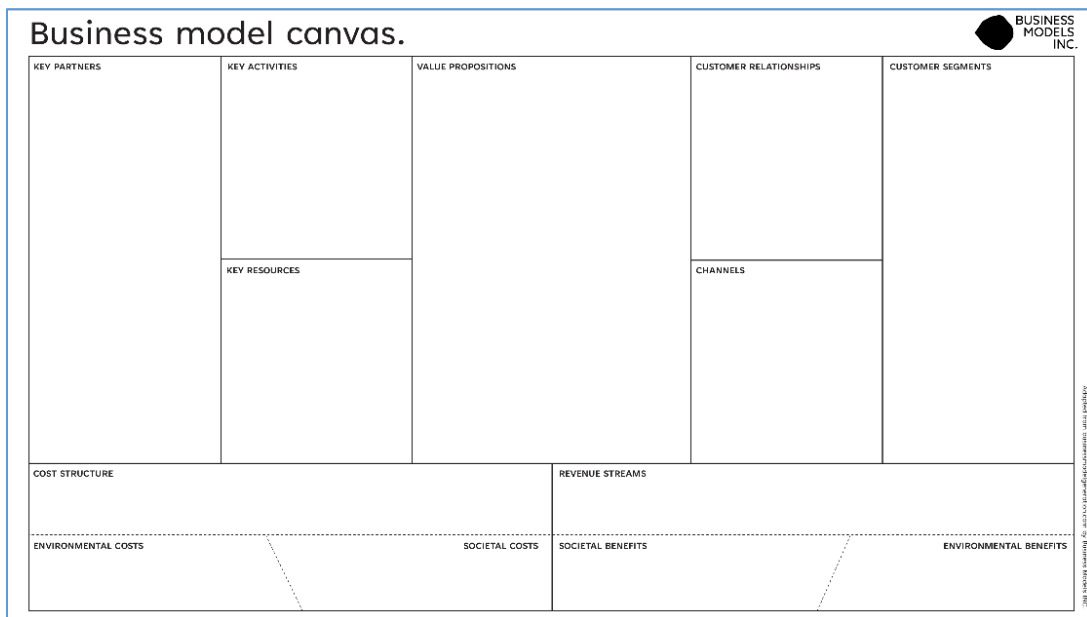
- Utilize the Business Model Canvas framework to capture the essence of your new business idea.
- Ensure that the Canvas includes all key elements: value propositions, customer segments, channels, customer relationships, revenue streams, essential resources, key activities, key partnerships, cost structure.
- Incorporate interdisciplinary approaches to create a unique and innovative business concept.

**2. Supplementary Report:**

- Prepare a concise report explaining the components of your Business Model Canvas.
- Provide a deeper insight into your business idea, elaborating on the elements outlined in the Canvas.
- Include the following:
  - An overview of your business idea and its unique value proposition.
  - A detailed analysis of the target market, customer segments, and proposed strategies to reach and serve customers.
  - An explanation of your revenue model, key resources, and partnerships.
  - A discussion on the cost structure and financial projections, demonstrating economic viability.
  - A demonstration of how your business plan addresses sustainability and social responsibility.
  - Incorporate interdisciplinary approaches to create a unique and innovative business concept.

**Deliverables**

- Business Model Canvas
- Supplementary Report in Word format (5500 – 6000 words)
- Please read the marking rubric to understand further the requirements of the assessment.



### Assessment 3: Business Plan Presentation - 5mins Max + 2 mins (10%) (CLO3)

**i** For this component, you must satisfy the following requirements:

- **Criteria 1: Business Plan Presentation (10%)**

#### Assessment Overview

This assessment requires students to present their developed business plan in the format of a simulated investor pitching session. The focus will be on effective communication, professional presentation, and the ability to adapt based on feedback throughout the course.

#### Your task involves two main activities:

1. Pitch Development and Refinement:
  - Prepare and deliver an initial pitch of your business plan.
  - Receive feedback from the lecturer on the clarity, effectiveness, and persuasiveness of the pitch.
  - Incorporate the feedback received from the lecturer to improve your pitch throughout the course.
  - Make necessary adjustments to the content, structure, and delivery of your pitch.
2. Final Pitch:
  - Deliver the final version of your pitch, demonstrating the improvements made based on the feedback received throughout the course.
  - Be prepared to answer questions and address potential concerns from the audience.

#### Deliverable:

- Presentation Slides: Prepare your presentation as though you are in an investor pitching session.
- Presentation materials must be sufficient to impress the investor.
- Time of Presentation – 5mins + 2min.
- Please read the marking rubric to understand further the requirements of the assessment.



<https://visme.co/blog/what-is-a-pitch-deck/>

## MARKING RUBRIC

**i** You must submit your assessments within the given stipulated time and in the required format as indicated in your assessment briefing. If you fail to submit your assessments, you will receive no marks. Any late submissions will be subjected to penalty of marks.

## Assessment 1: Interdisciplinary Problem-Solving: A Case Study Approach (40%) (CLO2)

**i** Your submitted assessments will be marked based on the following criteria:

### Criteria 1: Case Studies Analysis (20%)

| FAIL  | MARGINAL FAIL  | PASS  | CREDIT  | DISTINCTION  |
|---|--|---|---|--|
| 0% - 7%   | 8% - 9%  | 10% - 12%   | 13% - 16%   | 17% - 20%  |
| <p>The work shows minimal to no evidence of study, research, or observation.</p> <p>There is a lack of creativity and originality.</p> <p>No effort is evident in expanding ideas, and there is no progression or development throughout the project.</p> | <p>The work barely meets the basic requirements of the assignment brief.</p> <p>There is limited evidence of study, research, and observation.</p> <p>Creativity is minimal, and there is a lack of effort in expanding ideas.</p> | <p>The work meets the basic requirements of the assignment brief.</p> <p>It demonstrates average quality in study, research, observation, and creativity.</p> <p>There is a moderate effort in idea expansion and progression throughout the project.</p> | <p>The work shows good evidence of study, research, observation, and creativity.</p> <p>There is a significant effort in idea expansion and notable progression throughout the project.</p> <p>The visual and written documentation are well-elaborated and descriptive, demonstrating a good</p> | <p>The work not only meets but also exceeds the assignment brief requirements.</p> <p>It displays an exceptional level of study, research, observation, and creativity.</p> <p>Idea expansion is excellent, supported by</p> |

|  |  |  |                                    |  |
|--|--|--|------------------------------------|--|
| The visual and written documentation is either absent or severely lacking in detail and understanding of the subject area. | The project shows limited progression, and the visual and written documentation provides only a brief description and elaboration. | Visual and written documentation are adequately detailed, showing a basic understanding of the subject area. | understanding of the subject area. | visual and written research and originality.<br><br>The project shows tremendous progression, and the visual and written documentation are presented in a unique and highly detailed manner, reflecting an in-depth understanding of the subject area. |
|--|--|--|------------------------------------|--|

## Criteria 2: Problem identification – Impact & Value (20%)

| FAIL  | MARGINAL FAIL   | PASS   | CREDIT   | DISTINCTION   |
|---|---|--|--|---|
| 0% - 7%   | 8% - 9%   | 10% - 12%  | 13% - 16%  | 17% - 20%   |
| <p>Displays weak understanding of the problems identification.</p> <p>Presents incomplete and unclear analysis.</p> <p>Suggested actions are absent or inappropriate, with no viable solutions proposed.</p> <p>Shows minimal or no reflective skills, failing to reflect on their learning process or the development of their idea.</p> <p>Shows minimal or no potential value, failing to demonstrate any significant impact on the target audience or field. Adds no value or innovation.</p> | <p>Demonstrates limited understanding of the case study's issues/problems.</p> <p>Analysis is somewhat present but lacks clear evidence and depth.</p> <p>Solutions proposed are few and often inappropriate or irrelevant.</p> <p>Shows limited reflective skills, providing minimal analysis of their learning process and the development of their idea.</p> <p>Shows limited potential value, with a weak or unclear case for its impact on the target audience or field. Adds minimal value or innovation.</p> | <p>Shows a better understanding of the case study's issues/problems.</p> <p>Provides a superficial analysis, but with some relevant points.</p> <p>Suggests a few acceptable solutions, though they may lack depth or full relevance.</p> <p>Demonstrates adequate reflective skills, providing some analysis of their learning process and the development of their idea.</p> <p>Shows limited potential value, with a weak or unclear case for its impact on the target audience or field. Adds minimal value or innovation.</p> | <p>Exhibits an accomplished understanding of the issues/problems in the case study.</p> <p>Analysis is thorough for most identified issues, but may lack breadth in some areas.</p> <p>Solutions are supported with limited reasoning, and while arguments are somewhat one-sided, they demonstrate engagement with the case study's content.</p> <p>Demonstrates strong reflective skills, providing thoughtful analysis of their learning process and the development of their idea.</p> <p>Demonstrates strong potential value, with a well-supported case for its impact on the target audience or field. Adds substantial value and innovation.</p> | <p>Demonstrates a sophisticated and comprehensive understanding of the main issues/problems in the case study.</p> <p>Analysis is insightful and thorough, covering all identified issues.</p> <p>Solutions are supported by strong, well-reasoned arguments and documented evidence. Presents a balanced, critical view, with interpretations that are both reasonable and objective.</p> <p>Demonstrates exceptional reflective skills, providing insightful analysis of their learning process and the development of their idea.</p> <p>Demonstrates exceptional potential value, with a clear and compelling case for its impact on the target audience or field. Adds significant value and innovation.</p> |

## Assessment 2: Business Plan (50%) (CLO1)

**i** Your submitted assessments will be marked based on the following criteria:

### Originality, creativity and interdisciplinary approached (30%)

| FAIL  | MARGINAL FAIL  | PASS   | CREDIT   | DISTINCTION  |
|---|--|--|--|--|
| 0% – 11%  | 12% - 14%  | 15% - 19%  | 20% - 23%  | 24% - 30%  |
| <p>Fails to complete the Business Model Canvas, demonstrating a lack of understanding of the framework or neglecting key elements such as revenue model, key resources, or partnerships.</p> <p>Fails to integrate concepts and methodologies from multiple disciplines, presenting a fragmented and unfocused business concept.</p> <p>Fails to provide a supplementary report, demonstrating a lack of understanding of the business concept, particularly in relation to revenue model, key resources, and partnerships.</p> | <p>Shows limited ability to complete the Business Model Canvas, with missing or incomplete elements, especially in critical areas like revenue model, key resources, or partnerships.</p> <p>Shows limited ability to integrate concepts and methodologies from multiple disciplines, resulting in a less cohesive approach.</p> <p>Shows limited ability to provide a supplementary report, with unclear or incomplete explanations of the business idea, especially regarding revenue model, key resources, or partnerships.</p> | <p>Completes the Business Model Canvas adequately, capturing some key elements but may lack depth or detail in certain areas (e.g., revenue model, key resources, partnerships).</p> <p>Integrates concepts and methodologies from multiple disciplines to some extent, but may struggle to fully synthesize them.</p> <p>Provides a basic supplementary report, explaining some key elements of the Business Model Canvas, but lacking depth or detail in certain areas, such as revenue model, key resources, or partnerships.</p> | <p>Completes the Business Model Canvas effectively, capturing most key elements and demonstrating a good understanding of the framework.</p> <p>Effectively integrates concepts and methodologies from multiple disciplines, demonstrating a strong understanding of their connections and synergies</p> <p>Provides a well-structured and informative supplementary report, elaborating on most key elements of the Business Model Canvas, including revenue model, key resources, and partnerships, and demonstrating a good understanding of the business idea.</p> | <p>Completes the Business Model Canvas comprehensively and accurately, capturing all key elements (value propositions, customer segments, channels, customer relationships, revenue streams, essential resources, key activities, key partnerships, cost structure) and demonstrating a deep understanding of the framework.</p> <p>Successfully integrates concepts and methodologies from multiple disciplines, creating a truly interdisciplinary business concept.</p> <p>Provides a comprehensive and insightful supplementary report, elaborating on all key elements of the Business Model Canvas, including revenue model, key resources, and partnerships, and demonstrating a deep understanding of the business idea.</p> |

### Criteria 2: Sustainability and social responsibility (20%)

| FAIL  | MARGINAL FAIL   | PASS  | CREDIT   | DISTINCTION  |
|---|---|---|--|--|
| 0% - 7%   | 8% - 9%   | 10% - 12%   | 13% -15%   | 16% - 20%  |
| <p>Fails to consider sustainability and social responsibility at all, disregarding ethical and environmental implications in revenue model, key resources, or partnerships.</p> | <p>Shows limited awareness of sustainability and social responsibility, with minimal consideration of environmental or social impacts, particularly in relation to revenue model, key</p> | <p>Shows some awareness of sustainability and social responsibility, but may struggle to fully integrate them into all aspects of the business concept, especially revenue model, key</p> | <p>Demonstrates a strong commitment to sustainability and social responsibility, incorporating these principles into the business concept, including revenue</p> | <p>Demonstrates an exceptional commitment to sustainability and social responsibility, integrating these principles into all aspects of the business concept, including revenue model, key</p> |

|  |                             |                             |   |                              |
|--|-----------------------------|-----------------------------|---|------------------------------|
|  | resources, or partnerships. | resources, or partnerships. | model, key resources, and partnerships. | resources, and partnerships. |
|--|-----------------------------|-----------------------------|---|------------------------------|

### Assessment 3: Business Plan Presentation - 5mins + Max (10%) (CLO3)

**i** Your submitted assessments will be marked based on the following criteria:

#### Criteria 1: Business Plan Presentation (10%)

| FAIL   | MARGINAL FAIL   | PASS  | CREDIT   | DISTINCTION  |
|--|---|---|--|--|
| 0% - 3%  | 4%  | 5% - 6%   | 7% - 8%  | 9% - 10%   |
| <p>Presentation panels not present/ incomplete with major mistakes</p> <p>No submission or do not meet the basic requirement</p> <p>Shows minimal or no clarity, failing to present the idea effectively or engage the audience.</p> | <p>Project is not presentable</p> <p>Presentation board/bunting is incomplete/ minor mistakes.</p> <p>Submit weak/ poor quality of works</p> <p>Meet submission requirement.</p> <p>Shows limited clarity, using confusing language or inappropriate visuals. Communication is difficult to follow and may be unengaging.</p> | <p>Present with adequate points</p> <p>Presentation board/bunting is presentable</p> <p>Complete presentation panels</p> <p>Submit moderate quality of works with average quality of arrangement.</p> <p>Presents the idea with adequate clarity, using understandable language but may lack some visual aids. Communication is generally engaging but may lose focus at times.</p> | <p>Project is presentable with evidence of progression to support the design and production process.</p> <p>Good presentation panels supported with design theme.</p> <p>Good explanation of the project supported with facts and information.</p> <p>Presents the idea with strong clarity, using clear language and appropriate visuals. Communication is engaging and maintains interest.</p> | <p>Project is made in detailed with excellent finishing along with evidence of intensive progression to support the design and production process.</p> <p>Outstanding arrangement with unique style</p> <p>Excellent presentation panel design.</p> <p>Excellent explanation of the project supported with in depth facts and information.</p> <p>Presents the idea with exceptional clarity, using effective language and visuals. Communication is engaging and captivating.</p> |

## DEVELOPMENT TOOLS

**i** You have the option of developing your work using any of the following tools:

### Software or Equipment

Following is a list of software you are permitted to use:

| No. | Software Name          |
|-----|------------------------|
| 1   | Microsoft Office Suite |
| 2   | Adobe Creative Suite   |

|   |                      |
|---|----------------------|
| 3 | SolidWorks           |
| 4 | SketchUp             |
| 5 | Keyshot              |
| 6 | Canva and equivalent |

## Timeline for Execution

**i** Each of your assessments will have its own start date and end date. Some assessments will require one or several interim checkpoints. Please refer to guidelines as stated below.

| Description          | Start Date | End Date | Duration |
|----------------------|------------|----------|----------|
| Assessment 1         |            |          |          |
| Interim Checkpoint 1 |            |          |          |
| Assessment 2         |            |          |          |
| Interim Checkpoint 1 |            |          |          |
| Assessment 3         |            |          |          |
| Interim Checkpoint 1 |            |          |          |

## Additional Materials or Services to Purchase or Rent

You may be required to purchase additional materials or rent external services for your assessments. Below are a list of materials and suggested locations to purchase them.

| Materials                | Where to purchase or rent   |
|--------------------------|---|
| 3D printing              | APU or outside vendors  |
| Model making materials   | <a href="https://www.multifilla.com/">https://www.multifilla.com/</a>   |
| Art and design materials | <a href="https://artfriendonline.com/EN/OnlineUsers/Index">https://artfriendonline.com/EN/OnlineUsers/Index</a> |

*\*You may source for alternatives, but you are required to consult your lecturers prior to purchasing the materials to avoid wastage due to incorrect purchasing.*

## ASSESSMENT SAMPLES / FRAMEWORK / TEMPLATES

**i** The following are samples and/or framework required for your assessments.

### ASSESSMENTS CRITERIA EXPLAINED

| Criteria relating to the topic                       |   |
|--|---|
| Relevance, Value and Impact.                         | <p>Students must make sure the presented information is relevant to the topic set.</p> <ul style="list-style-type: none"> <li>• Appraise information accurately and select appropriate solution.</li> <li>• Formulate innovative ideas that challenge the brief.</li> <li>• Demonstrate appropriate exploration of variety of sources.</li> <li>• Demonstrates a clear understanding of the potential value and impact of the business idea, supported by strong evidence and analysis.</li> </ul>  |
| Research   | <p>Have you decided how are you going to collect your research data? It could be a mixture of secondary research with primary sources. Are the methods reliable and appropriate? The outcomes must be supported by evidence of research.</p> <ul style="list-style-type: none"> <li>• Documentation of your research process including primary research data.</li> <li>• Evaluate and select appropriate ideas for development.</li> <li>• Evidence to demonstrate a clear ideas development and decision made at each stage.</li> </ul>  |
| Criteria relating to the substance of the assignment |   |
| Analysis   | <p>The analysis of ideas, texts and visual materials must include clear concise description supported by questioning and explanation. Have you critically criticised the information collected? Have you interpreted the information in a creative and original manner? Have you able to identify an opportunity gap?</p> <ul style="list-style-type: none"> <li>• The analysed information should be presented in the final project outcomes.</li> <li>• Demonstrate clear pathway of your idea development with evidence of information to support your decision making.</li> </ul> |
| Structure  | <p>Presentation of your project should be logically structured.</p> <ul style="list-style-type: none"> <li>• The development from information collected to your research finding and recommendation should be clearly presented in tandem.</li> <li>• An introduction, body, and conclusion with recommendation.</li> </ul>   |
| Evidence   | <p>The works should be supported by evidence.</p> <ul style="list-style-type: none"> <li>• References, citations, and relevant sources should be identified.</li> <li>• Encouraged to include wide variety of sources of secondary and primary research.</li> </ul>   |
| Criteria applying to presentation                    |   |
| Originality & Creativity                             | <ul style="list-style-type: none"> <li>• Is your work presented original and creative?</li> <li>• Did you include enough creative elements in your solution?</li> <li>• Did you support your work with appropriate decisions about the use of creative elements: colour, font type, layout, and proportion?</li> </ul>  |
| Presentation of work                                 | <ul style="list-style-type: none"> <li>• Is your work presented professionally and clearly labelled?</li> </ul>   |

|  |   |
|--|---|
|  | <ul style="list-style-type: none"> <li>• Does your pitching session exciting enough to attract the stakeholders or investors?</li> <li>• Is your presentation logically presented?</li> </ul> |
|--|---|

### **Assessment 1: Interdisciplinary Problem-Solving: A Case Study Approach (40%) (CLO2)**

#### **Deliverables:**

1) Case Study Report in Word format. Word count: 3500 - 4000

Prepare and submit your case study analysis report in Microsoft Word or any other appropriate word-processing software. It must be logically and systematically documented. You are encouraged to include images, chart, design schematic or business model canvass to supplement your report.

Please apply Turnitin and supply the result together in your final submission. The acceptable percentage is below 5%.

**Final submission in PDF format. Submit using Moodle link.**

### **Assessment 2: Business Plan (50%) (CLO1)**

#### **Deliverable:**

1) Business Model Canvas

2) Supplementary Report in Word format. Word count 5500 - 6000

Prepare all research materials, concept sketches, sketch models, design refinement and finalised design and 3D mockup should be documented in a report. Students must report and update their weekly progress. It must be logically and systematically documented. Please apply Turnitin and supply the result together in your final submission. The acceptable percentage is below 5%.

**Final submission in PDF format. Submit using Moodle link.**

### **Assessment 3: Business Plan Presentation - 5mins Max + 2 mins (10%) (CLO3)**


#### **Deliverable:**

1) Presentation Slides

Prepare your presentation in PowerPoint format as though you are in an investor pitching session. Presentation materials must be sufficient to impress the investor. Time of Presentation – 5 minutes + 2 minutes.

**Final submission in PDF format. Submit using Moodle link.**

## ADDITIONAL MODULE INFORMATION

 *Refer to your Module Handbook for following information:*

- Module Team
- Learning Topics and Activities
- Learning Resources
- Academic Integrity