



## Assessment 1 Information

<b>Subject Code:</b>	MBA603
<b>Subject Name:</b>	New Venture Capital Raising
<b>Assessment Title:</b>	Venture Costing using Business Model Canvas
<b>Assessment Type:</b>	Individual, written report.
<b>Length:</b>	1500 words (+/- 10% allowable range)
<b>Weighting:</b>	30%
<b>Total Marks:</b>	100
<b>Submission:</b>	Online
<b>Due Date:</b>	<b>Week 5</b>

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### Your task

Individually, you are required to write a 1500-word venturing costing plan using the Business Model Canvas BMC.

### Assessment Description

This individual assessment will allow students to demonstrate their evaluation skills for the financial feasibility of a new venture. The assessment will further evaluate ethical and entrepreneurial risks associated with funding new ventures.

### Assessment Instructions

1. Choose a new venture that you are interested in starting. It could be a traditional enterprise (for-profit, an NGO (non-profit), or a social enterprise. **The venture should be based in Australia.**
2. Using the business model canvas, identify the key components of your business and the cost associated with each component.
3. For each component, provide a brief description and the estimated cost, including any one-time costs (such as start-up costs) and ongoing costs (such as operating costs). When estimating costs, be as specific as possible and use actual numbers, not ranges or estimates.
4. Calculate the estimated costs for each component to get a total cost for the new venture.
5. Calculate the approximate revenues you would generate from your business.
6. Finally, provide a summary of the estimated costs and revenues for the new venture and discuss any assumptions or risks that may impact the accuracy of the estimate.

**You must use at least ten (10) sources of information and reference these in accordance with the Kaplan Harvard Referencing Style.** These may include websites, social media sites, industry reports, census data, journal articles, and newspaper articles. These references should be presented as in-text citations and a reference list at the end of your written analysis (not included in the word limit). Wikipedia and other 'popular' sites are not to be used.

## Assessment Submission

This file must be submitted as a 'Word' document to avoid any technical issues that may occur from incorrect file format upload. Uploaded files with a virus will not be considered as a legitimate submission. MyKBS will notify you if there is an issue with the submitted file. In this case, you must contact your workshop facilitator via email and provide a brief description of the issue and a screenshot of the MyKBS error message.

You are also encouraged to submit your work well in advance of the deadline to avoid any possible delay with the Turnitin similarity report or any other technical difficulties that may occur.

## Late assignment submission penalties

Penalties will be imposed on late assignment submissions in accordance with Kaplan Business School "late assignment submission penalties" policy.

Number of days	Penalty
1* - 9 days	5% per day for each calendar day late deducted from the total marks available
10 - 14 days	50% deducted from the total marks available.
After 14 days	Assignments that are submitted more than 14 calendar days after the due date will not be accepted, and the student will receive a mark of zero for the assignment(s).
Note	Notwithstanding the above penalty rules, assignments will also be given a mark of zero if they are submitted after assignments have been returned to students

\* Assignments submitted at any stage within the first 24 hours after the deadline will be considered to be one day late and therefore subject to the associated penalty

For more information, please read the full policy via <https://www.kbs.edu.au/about-us/school-policies>

# Important Study Information

## Academic Integrity Policy

KBS values **academic integrity**. All students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Academic Integrity and Conduct Policy.

*What is academic integrity and misconduct?*

*What are the penalties for academic misconduct?*

*What are the late penalties?*

*How can I appeal my grade?*

Click here for answers to these questions:

<http://www.kbs.edu.au/current-students/student-policies/>.

## Word Limits for Written Assessments

Submissions that exceed the word limit by more than 10% will cease to be marked from the point at which that limit is exceeded.

## Study Assistance

Students may seek study assistance from their local Academic Learning Advisor or refer to the resources on the MyKBS Academic Success Centre page. Click [here](#) for this information.

## MBA603 Assessment 1 Marking Rubric – Venture Costing using BMC 30%

Marking Criteria (_/100)	F (Fail)		P (Pass)	C (Credit)	D (Distinction)	HD (High Distinction)
	0 = 34%	35 – 49%	50 - 64%	65 - 74%	75 - 84%	85 - 100%
<b>Introduction</b> _/10 marks	You provided a vague overview of the analysis by demonstrating a developing ability to search for the required information online and use it to support your written analysis.	You provided a partially detailed overview of the analysis by demonstrating a developing ability to search for the required information online and use it to support your written analysis.	You provided a mostly detailed overview of the analysis by demonstrating an adequate ability to search for the required information online and use it to support your written analysis.	You provided a mostly detailed overview of the analysis by demonstrating a sufficient ability to search for the required information online and use it to support your written analysis.	You provided a detailed overview of the analysis by demonstrating an excellent ability to search for the required information online and use it to support your written analysis.	You provided a comprehensive and succinct overview of your analysis by demonstrating an excellent ability to search for the required information online and use it to support your written analysis.
<b>Core components of BMC</b> _/25 marks	You have listed relevant components of BMC that demonstrated a limited understanding of relevant theory.	You have described relevant components of BMC that demonstrated a developing understanding of relevant theory.	You have identified and analysed relevant components of BMC that demonstrated an adequate understanding of relevant theory.	You have identified and analysed relevant components of BMC that demonstrated a detailed understanding of relevant theory.	You have critically analysed relevant components of BMC that demonstrated a comprehensive understanding of relevant theory.	You have critically analysed relevant components of BMC that demonstrated an expert understanding of relevant theory.
<b>Identification and estimation of total venture costs and revenue</b> _/30 marks	You listed the estimated revenue and cost components of the venture, demonstrating a limited understanding of key financial concepts.	You described the estimated revenue and cost components of the venture, demonstrating a developing understanding of key financial concepts.	Your analysis of the venture's estimated revenue and cost components demonstrates an adequate understanding of key financial concepts.	Your analysis of the venture's estimated revenue and cost components demonstrates a detailed understanding of key financial concepts.	Your analysis of the venture's estimated revenue and cost components demonstrates a comprehensive understanding of key financial concepts.	Your analysis of the venture's estimated revenue and cost components demonstrates an expert understanding of key financial concepts.
<b>Summary, risks/assumptions</b> _/15 marks	You listed possible risks and assumptions, demonstrating a developing limited of venture capital raising.	You described possible risks and assumptions, demonstrating a developing understanding of venture capital raising.	You provided a summary that analyses possible risks and assumptions, demonstrating an adequate understanding of venture capital raising.	You provided a summary that analyses possible risks and assumptions, demonstrating a detailed understanding of venture capital raising.	You provided a summary that critically analyses possible risks and assumptions, demonstrating a comprehensive understanding of venture capital raising.	You provided a summary that critically analyses possible risks and assumptions, demonstrating an expert understanding of venture capital raising.
<b>Grammar and Spelling</b> _/10 marks	Consistent errors in spelling and grammar impact the flow and readability of your analysis.	Though there are consistent grammar and spelling errors, these do not detract from the readability and flow of your analysis.	Though there are some grammar and spelling errors, these do not detract from the readability and flow of your analysis.	Mostly correct grammar and spelling with errors that do not impact the readability and flow of your analysis.	Errors in grammar and spelling are rare, enhancing the readability and flow of your analysis.	Perfect grammar and spelling throughout, with excellent readability and flow of your analysis.
<b>In-text citations and referencing</b> _/10 marks	Neither in-text referencing nor reference list adhere to Kaplan Harvard Referencing Style.	In-text referencing or the resultant reference list adheres to Kaplan Harvard Referencing Style, with many errors.	Both in-text referencing and the resultant reference list adhere to Kaplan Harvard Referencing Style, with many errors.	Both in-text referencing and the resultant reference list adhere to Kaplan Harvard Referencing Style, with some errors.	Both in-text referencing and the resultant reference list adhere to Kaplan Harvard Referencing Style, with only occasional minor errors.	Both in-text referencing and the resultant reference list adhere strictly to Kaplan Harvard Referencing Style, with no errors.
<b>Feedback and Grades will be released via MyKBS.</b>						

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