



KOLEJ PROFESIONAL MARA BANDAR PENAWAR

DIPLOMA IN ACCOUNTING WITH CERTIFIED ACCOUNTING TECHNICIAN DIPLOMA IN INTEGRATED LOGISTICS MANAGEMENT

COURSE NAME	: E- ENTREPRENEURSHIP
COURSE CODE	: ETR 2583
ACADEMIC SESSION	: 1 2024/2025
TYPE OF ASSESSMENT	: PRESENTATION
DATE OUT	: 6/5/2024
DATE IN	: 13/5/2024
DURATION	: 1 WEEK

CLO2: Present creatively a business model prepared based on online business conducted. (A2, PLO5)

INSTRUCTION TO CANDIDATES:

1. Carefully check the submission date and the instructions given with the assignment. Late submission will not be accepted.
2. If you are unable to submit your assignment on time and have valid reasons such as illness, you may apply (in writing) for an extension.

Personal Details	
Name	
I/D Number	
Class	
Lecturer	

3. If you use other people's work or ideas in your assignment, kindly reference them using APA system.

Criteria Evaluation	Marks
Oral Communication	/35
Written Communication	/25
Total	/60

SCENARIO

You have recently graduated with a Diploma from Kolej Profesional MARA Bandar Penawar and find yourself unemployed. The idea of a traditional job does not appeal to you as it may limit your creativity and desire to explore. You prefer to take control of your own life and utilize your innovative spirit. As a result, you are considering starting your own business venture. You believe this venture could provide the independence you seek and offer daily challenges that stimulate your creativity.

Now, your task is to develop a comprehensive business plan using the Business Model Canvas framework. Additionally, you need to create a video presentation to pitch your business idea. In your presentation, describe how your concept aligns with your passions and the autonomy you desire. Highlight how this venture would not only provide financial stability but also serve as a platform for you to thrive creatively and innovate in ways you've always wanted.

TASK

You are required to design your business model and create a pitch video presentation that effectively communicates your business idea using the Business Model Canvas. Your pitch video should be no longer than 3.00 minutes. In developing a three-minute pitch presentation, it requires a significant amount of time, thought, practice and revision.

PRESENTATION GUIDANCE:

1. You are suggested to do a video recording presentation exactly to allotted time which is 3.00 minutes.
2. The business plans present must synchronize with your supporting visual aids.
3. The presentation will be assessed by using Individual Presentation Evaluation Rubric Form as attached.
4. Other information must be appeared in the video are as follow:
 - a. Opening montage
 - b. Your business logo
 - c. Your name and position
 - d. Title of the business name or product name
 - e. Subtitle for each of your speech

5. For this task, you need to submit as follow:
 - a. **Slide Power Point** as materials that support your video presentation.
 - b. **Script Writing** of your presentation.
 - c. **Video recording** of your presentation pitch; must be able to be played in Google Drive and supported YouTube format.
6. Slide Power Point, Script Writing and Video Recording must be submitted in the platform given by the assessor before the date in of this assignment.

Remember to:

1. Hook the viewer with an opening that is attention grabbing then continue with a simple, engaging story that sustains viewer attention.
2. Use one or two sentences to concisely describe the business.
3. State the problem or customer pain.
4. Clearly describe the main business strategies that highlight competitive advantages.
5. Show passion and enthusiasm so the viewer will want more.

END OF TASK



INDIVIDUAL PRESENTATION EVALUATION RUBRIC (30%)
KOLEJ PROFESIONAL MARA
ETR 2583: E-ENTREPRENEURSHIP

NAME: _____
CLASS: _____
SESSION: 1 2024/2025

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RELATED ATTRIBUTES FOR COMMUNICATION SKILLS	SUB ATTRIBUTES	VERY WEAK	WEAK	FAIR	GOOD	VERY GOOD	MARKS	WEIGHTING	TOTAL
		1	2	3	4	5			
Oral Communication	Attention to audience	A very poor attempt to engage audiences.	A poor attempt to engage audiences.	Little effort to engage audiences.	Engage the audience and hold their attention most of the time by remaining on topic and presenting with enthusiasm.	Best attention-getting introduction. Engage the audience and have their attention throughout with creative articulation, confidence and focused presentation.		2	/10
	Fluency and clarity	Not able to deliver ideas clearly and require significant improvements. The voice is not clear and not fluent.	Able to deliver ideas and require further improvements. The voice is quite difficult to be heard clearly and slightly not articulate.	Able to deliver ideas fairly clearly and require minor enhancements. The voice is somewhat not clear and fluent.	Able to deliver ideas. The voice is slightly easy to be heard clearly and fluent.	Able to deliver ideas with great clarity. The voice is easy to be heard clearly and fluent.		2	/10
	Organize confident delivery	Not able to deliver ideas confidently. Hard to follow the script writing. A poor organization in the overall structure.	Able to deliver ideas with little confidence and require further improvements. Little hard to follow the script writing.	Able to deliver ideas fairly confidently and require minor enhancements. Good script writing and well organized.	Able to deliver ideas confidently. Well-organized script writing.	Able to deliver ideas with great confidence. Very well-organized script writing.		2	/10
	Non-verbal skills	Unable to use body language (appearance, eye contact and gestures).	Minimum body language (appearance, eye contact and gestures).	Acceptable body language (appearance, eye contact and gestures).	Good body language (appearance, eye contact and gestures).	Able to use excellent body language (appearance, eye contact and gestures).		1	/5

RELATED ATTRIBUTES FOR COMMUNICATION SKILLS	SUB ATTRIBUTES	VERY WEAK	WEAK	FAIR	GOOD	VERY GOOD	MARKS	WEIGHTING	TOTAL
		1	2	3	4	5			
Written Communication	Clarity of writing	Can't write script clearly.	Can write script clearly but need further improvement.	Can write script clearly but need some improvement.	Can write script clearly.	Can write script very clearly.		2	/10
	Systematic writing	Can't write script systematically.	Can write script systematically but need further improvement.	Can write script systematically but need some improvement.	Can write script systematically.	Can write script very systematically.		2	/10
	Continuity in writing	Very poor to write a script.	Can write the script but need further improvement.	Can write script satisfactorily.	Can write script well.	Can write script very well.		1	/5
TOTAL								12	/60

Marks x Weighting = Total Marks