

## Assessment 1 – Entrepreneurs in Focus

This individual student assignment will develop a case study around an entrepreneur (not their company/companies). You are to identify an entrepreneur of choice, discussing your motivation for your selection. You are highly recommended to use Australasian entrepreneurs, preferably NZ based.

The task is to develop a case study based on a critique of the entrepreneur and their entrepreneurial achievements. The objective is not to merely provide a story of achievements and events, but critique these against theoretical constructs (see notes below).

The resources you may want to use for completing the case are interviews (phone/in-person), and for higher profile entrepreneurs - reading the entrepreneurs publications (eg. autobiography), news articles and media interviews. Some Australasian examples would be Michael Hill, Annah Stretton, Dick Smith, Alan Hubbard, Eric Watson, Mark Hotchin, where you are unlikely to be able to interview the person directly, but there is much secondary information available to research.

Please answer both Part A and Part B of this assessment.

### Part A (70 marks)

Please use the following sub-headings during your case write-up:

1. Why did you choose this entrepreneur?
2. Previous history/performance/attempts
3. Family background/role models
4. Milestones/chronology of significant events
5. Attitudes to risk
6. Entrepreneurial theory and practises (VERY IMPORTANT). It is highly recommended that you integrate entrepreneurial theory and practises into your report.
7. Financial backing

### Part B (30 marks)

From your research into this entrepreneur, make a list of the lessons you have learnt from them that you think will help you in your future entrepreneurial endeavours.

## Integrating theory into your case

It is important to use the theory you have learnt and been reading about in the case study, for example theory presented in Chapters 1, 2, 3, 4, 7 and 9 of Timmons & Spinelli (2007) *New Venture Creation*, as well as from at least three pre-readings. An example of how to integrate theory into your case would be the following, e.g. Richard Branson was encouraged from a young age to be independent, and tells a story of being dropped off miles from home by his mother and told to ride his bike home (ref from autobiography). This example is a classic case of illustrating how important the role of family background is to entrepreneurship. In many studies of entrepreneurs, parents are often found to be entrepreneurial and this has been shown to have the following effects on children....(academic ref).

## Structure of the case

The main body of the report will be no more than 2,000 words long (plus appendices). Be reminded that this is an academic report, and as such, references and appropriate literature are to be cited (at least 3 academic journal articles, the front page of each to be included in the appendices of your report). Failure to do so, in addition to integrating and referencing appropriately, may lead to failure of the assessment item.

Please reference ALL sources of information – whether it be an interview, TV news segment, newspaper article, book.