

**SimVenture Evolution**

###### Assessment Submission Booklet

Student Name:

Student Number:

Submission Date:

**Contents**

Submission details

Marking Criteria

Submission Questions

References

Supporting Evidence List

**Submission**

The submission will be a report of a 1500 - 2000 words (excluding appendices) evaluating business decision-making using the SimVenture team exercise as evidence of your individual involvement in the group decision-making. Business must be run for 4 virtual years (16 quarters).

The report should include evidence of involvement in the team exercise by including as a minimum a printout of the final Profit and Loss Account and Bank balance, and summary team meeting record. In addition detailed Team Decision Making Sheets can be provided as a record of the decisions made.

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| Please use this document to write your report and attach evidence of involvement in the team exercise and submit to Assignments Office. |

**Marking Criteria**

The assessment will focus on the strategies and plans developed to expand the business and the decisions made in response to the changing business activity and environment.

The report will cover the following:

1. Discussion of the strategies and plans developed by the team, 20%

including the role performed by you the student in the team.

2. Analysis of the impact of the decisions made on the success of the 30%

business in terms of:

Marketing Strategy

Business Plan

Sales/revenue

Profitability

Costs of supply and production

Cash flow analysis

Staffing, recruitment and training

Other Resources

3. Evaluation of the team business strategy, why it may have succeeded 20%

or failed?

4. The problems and issues for any business making decisions. 20%

5. Presentation of the argument and supporting evidence including 10%

any referencing from background research.

**Total**  100%

**Assessment 2 Report – Sample Format**

**Student Name: Student No:**

1.Discussion of the strategies and plans developed by the team, including the role performed by you the student in the team.

2. Analysis of the impact of the decisions made on the success of the business.

3. Evaluation of the business strategy, why it may have succeeded or failed?

4. The problems and issues for any business making decisions.

5. References and list of supporting printouts/decision sheets etc. attached: