Unit Outline Semester 1, 2013
Faculty of Business & Government and Law

Unit Title Entrepreneurship
Unit Number 6349
This Unit Outline must be read in conjunction with:

a) *UC Student Guide to Policies*, which sets out University-wide policies and procedures, including information on matters such as plagiarism, grade descriptors, moderation, feedback and deferred exams, and is available at *(scroll to bottom of page)*

b) *UC Guide to Student Services*, and is available at *(scroll to bottom of page)*

c) Any additional information specified in section 6h.

1: General Information

1a Unit title: Entrepreneurship

1b Unit number: 6349

1c Teaching Period and year offered: Semester 1 Weeks 1-14

1d Credit point value: 3 credit points

1e Unit level - 2

1f Diane Phillips
   Lecturer
   School of Management
   Faculty of Business & Government
   [Diane.phillips@canberra.edu.au](mailto:Diane.phillips@canberra.edu.au)
   Bldg, Floor & Room: 6, B12
   Primary Telephone :(02) 6206 3815
   Facsimile Number: (02) 6201 5238.
   the unit convenor has set up a private contact facility on the Moodle site for this unit you are expected to use that to ask questions about this unit.

1g E-mail communication

The University provides you with a student e-mail address. The University uses this address for official correspondence and it is used for Moodle access. Use of non-student e-mail addresses to communicate will lead to delay or non-response. You are strongly advised to check your student email account regularly for new messages. Information on how to access your student e-mail and how to re-direct it to your private e-mail account is available at: [http://www.canberra.edu.au/itm/student-support/communication/email](http://www.canberra.edu.au/itm/student-support/communication/email)

When communicating by e-mail please use the same thread for the same topic otherwise confusion and errors may arise.
2: Academic Content

2a Unit description and learning outcomes
The subject includes instruction in opportunity recognition, commercialising a concept, marshalling resources in the face of risk, and initiating a business venture. Topics include entrepreneurship, intrapreneurship, social entrepreneurship, marketing research, environmental assessment, financial preparation, understanding entrepreneurial perspective, developing creativity, ethical and social responsibility challenges, sources of information and assistance in Australia, developing and presenting a business plan, assessment and evaluation of opportunities, strategic planning and managing entrepreneurial growth.

Upon conclusion of this unit, you should be able to:

i. Demonstrate an understanding of the nature of entrepreneurship and its role in business.
ii. Demonstrate an understanding of entrepreneurial behaviour including approaches to teamwork, communication, creativity, innovation, risk-taking and ethical responsibility.
iii. Identify and describe the important elements in formulating and evaluating an entrepreneurial business plan for a start-up organisation or for a new project in an established organisation.
iv. Identify and describe the important elements of managing rapid growth and overcoming obstacles in an entrepreneurial environment.
v. Identify and describe significant sources of information and assistance including the entrepreneurs and significant entrepreneurial events over the last fifty years.

2b Generic skills

This unit is just one component of your degree studies. Across the whole course leading to your degree you are expected to develop skills and attributes across five generic areas – see http://www.canberra.edu.au/learning-teaching/student-support/uc-graduate-attributes.

It is not expected that all generic skills will be equally dealt with in the one unit.

This unit concentrates on particular generic skills as indicated below.

<table>
<thead>
<tr>
<th>UC Generic Skills</th>
<th>Related unit learning outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Communication  - The ability to present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries.</td>
<td>I, II, III, IV, V</td>
</tr>
<tr>
<td>2. Analysis and inquiry - The ability to gather information, and to analyse and evaluate information and situations in a systematic, creative and insightful way.</td>
<td>I, II, III, IV, V</td>
</tr>
<tr>
<td>3. Problem solving - The ability to apply problem-solving process in novel situations; to identify and analyse problems then formulate and implement solutions.</td>
<td>I, II, III, IV, V</td>
</tr>
<tr>
<td>4. Working independently and with others - The ability to plan their own work, be self-directed and use interpersonal skills and attitudes to work collaboratively.</td>
<td>I, II, III, IV, V</td>
</tr>
<tr>
<td>5. Personal attributes</td>
<td>I, II, III, IV, V</td>
</tr>
</tbody>
</table>

Individuals entering our programs bring with them a diversity of attributes and experiences. As students of the University
they will develop the qualities of critical thinking, curiosity and reflective practice. They will use foresight, initiative and leadership, and be open to alternative perspectives. As graduates, they will continue to learn and thrive in environments of complexity, ambiguity and change.

2c Prerequisites and/or co-requisites: NIL.

3: Delivery of Unit and Timetable

3a Delivery mode
This unit is delivered in a traditional mode, and consists of weekly lecturers, workshops and tutorials.

3b Timetable of activities, such as lectures/ tutorials/ practicals/ field classes, showing key dates and topics (Information might be provided in the form of a table)

<table>
<thead>
<tr>
<th>Week</th>
<th>Monday Topic</th>
<th>Lecture</th>
<th>Tutorial</th>
<th>Text book chapter</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>The entrepreneurial revolution</td>
<td>Assignment Q &amp; A</td>
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<td></td>
<td>The Mind and Personality of Entrepreneurs</td>
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<td></td>
<td>Creating, finding, observing and opportunities – Actioning the big idea!</td>
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<tr>
<td>3</td>
<td>Creativity, Innovation and Entrepreneurship (Practice and Theory)</td>
<td>Lecture &amp; class activities Workshop based program</td>
<td>Based on Assessment 1 Group of 3 students only Business Plan Plan for a new product, service or technology Developing your creativity and innovation Week 2 tutorial) 30 mins. Exercise 1 &amp; Exercise 2.</td>
<td>Jeffry Timmons, L. Gillin, Sam Burshtein and Stephen Spinelli (2010), New Venture Creation: Entrepreneurship for the 21st Century - A Pacific Rim Perspective MacGraw Hill, Australia. Chapter 4</td>
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<td></td>
<td>The creative knowledge economy and what it means</td>
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<tr>
<td>4</td>
<td>Social entrepreneurship</td>
<td>Lecture &amp; class activities Workshop based program</td>
<td>Based on Assessment 1 Business Plan – 1 page overview Entrepreneur and leadership style The negotiating game</td>
<td>Jeffry Timmons, L. Gillin, Sam Burshtein and Stephen Spinelli (2010), New Venture Creation: Entrepreneurship for the 21st Century - A Pacific Rim Perspective MacGraw Hill, Australia. Chapter 7 &amp; Chapter 9</td>
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<td></td>
<td>The Entrepreneurial Leader and the Team</td>
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<td></td>
<td>Researching and analysing business opportunities</td>
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<td>5</td>
<td>Public Holiday</td>
<td>No Lecture</td>
<td>Finishing your Personal entrepreneurial strategy for</td>
<td>Jeffry Timmons, L. Gillin, Sam Burshtein and Stephen</td>
</tr>
<tr>
<td>Week</td>
<td>Topics</td>
<td>Activities</td>
<td>Readings</td>
<td>Comments</td>
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<td></td>
<td>Working out the Deal – negotiating skills</td>
<td>Using BLISS &amp; Business.gov.au for legislation etc.</td>
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<td></td>
<td>E-Business</td>
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<td></td>
<td>Relationship Management</td>
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<td>8</td>
<td>CLASS FREE</td>
<td>Mid semester break – no lectures or tutorials</td>
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<td></td>
<td>Continual Marketing Analysis</td>
<td>Working on finance for your business</td>
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<td></td>
<td>Resourcing your business</td>
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<td>12</td>
<td>Managing growth and transition</td>
<td>Based on Assessment 1 Business Plan</td>
<td>Jeffry Timmons, L. Gillin, Sam Burshtein and Stephen Spinelli (2010), New Venture Creation: Entrepreneurship for the 21st Century - A Pacific Rim Perspective MacGraw Hill, Australia</td>
<td>Finalizing your business plan</td>
</tr>
<tr>
<td></td>
<td>Harvesting and selling on the business</td>
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</tbody>
</table>
Intrapreneurship (i.e. corporate entrepreneurship) Creation: Entrepreneurship for the 21st Century - A Pacific Rim Perspective MacGraw Hill, Australia. Chapter 18

14 Schools of Entrepreneurial thought and Contemporary issues in small business & entrepreneurship (ethical and social responsibility). Workshop based program In class essay – 50 minutes Revision Reading

Tutorials are not scheduled for week one of the semester.

3c Timetabling information

For timetable information go to http://www.canberra.edu.au/student-services/timetable/home. The tutorial to which you are enrolled will be shown on your MyUC website.

4: Unit Resources

4a Lists of required texts/readings

Textbook:

Jeffry Timmons, L. Gillin, Sam Burshtein and Stephen Spinelli (2010), New Venture Creation: Entrepreneurship for the 21st Century - A Pacific Rim Perspective MacGraw Hill, Australia

ISBN13: 9780070277663
ISBN10: 0070277664
Division: Higher Education

Check for any readings provided from e-reserve on the Moodle site for this unit. Otherwise, unit readings and resources may be found by going to http://webpac.canberra.edu.au/screens/unitbooklist.html (for print materials) and https://docutek.canberra.edu.au/eres/courseindex.aspx?error=&page=search (for electronic materials) where these have been provided. You may also access http://www.canberra.edu.au/library/research-gateway/databases.

Unit readings and resources in the University of Canberra Library
Link to search page for Unit Readings (print materials)
Link to search page for eReserve (electronic materials)

4b Materials and equipment

Calculator, Project materials & may need to locate a business mentor

4c Unit website – Moodle site
5: Assessment
5a Assessment overview – all assessment to be posted on Moodle on line for marking,

<table>
<thead>
<tr>
<th>Assessment item (including exams held in the exam period)</th>
<th>Due date of assignments</th>
<th>Weighting (Total to equal 100%)</th>
<th>Addresses learning outcome(s)</th>
<th>Addresses generic skill(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment 1 Group of 3 students only Entrepreneurial Project: Commercial, Intrapreneurial or Social Business Plan.</td>
<td>Week 4 complete a 1 page overview of your idea as a group-reviewed in tutorial</td>
<td>30% Total</td>
<td>Demonstrate an understanding of the nature of entrepreneurship and its role in business. Demonstrate an understanding of entrepreneurial behaviour including approaches to teamwork, communication, creativity, innovation, risk-taking and ethical responsibility.</td>
<td>1. Communication 2. Analysis and inquiry 3. Problem solving 4. Working independently and with others 5. Professionalism and social responsibility 6. Personal attributes</td>
</tr>
<tr>
<td>Work Integrated Learning Options:</td>
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<tr>
<td>1. Own or family business</td>
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<td>2. Current workplace project</td>
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<tr>
<td>3. WIL Project: (Cooma &amp; Monaro Progress Association)</td>
<td>Week 12</td>
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<tr>
<td>4. WIL Project: Lachlan Blackhall Projects</td>
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<td>Business plan to be accessed and used by Bus.gov.au planning template.</td>
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<tr>
<td>Assessment 2 Portfolio of Activities 1- 3</td>
<td>Week 14 - all parts</td>
<td>40%</td>
<td>Demonstrate an understanding of the nature of entrepreneurship and its role in business Identify and describe the important elements in formulating and evaluating an entrepreneurial business plan for a start-up organisation or for a new project in an established organisation.</td>
<td>1. Communication 2. Analysis and inquiry 3. Problem solving 4. Working independently and with others 5. Professionalism and social responsibility 6. Personal attributes</td>
</tr>
<tr>
<td>1. Personal entrepreneurial strategy for the future. 500 -750 words– using the format from the text book as a guide. (discussed in week 2 Lecture/workshop)</td>
<td>Week 5</td>
<td>10%</td>
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<tr>
<td>2. Critically review 4 of the textbook chapters (of your choice) and write a minimum of 100 words summary on each chapter. They can be posted online at any time. But must be completed by week 10. No direct quotes to be used in this review.</td>
<td>Week 10</td>
<td>5% each week post them online for 4 chapters of the textbook 20%</td>
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<tr>
<td>3. Reflection and action (1000 words) plus review of week 5 plan.</td>
<td>Week 14</td>
<td>10%</td>
<td></td>
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</tr>
</tbody>
</table>
entrepreneur.

- Revise your personal plan from week 5 to help you narrow your weaknesses and improve your entrepreneurial skills

**Assessment 3**

**In class handwritten essay 1000 words 50 minutes.**

Identify and critically evaluate the important elements of entrepreneurial business planning for managing rapid growth and overcoming obstacles in the future.

<table>
<thead>
<tr>
<th>Week 14</th>
<th>30%</th>
</tr>
</thead>
</table>

- Identify and describe the important elements of managing rapid growth and overcoming obstacles in an entrepreneurial environment.
- Identify and describe significant sources of information and assistance including the entrepreneurs and significant entrepreneurial events over the last fifty years.

1. Communication
2. Analysis and inquiry
3. Problem solving
4. Working independently and with others
5. Professionalism and social responsibility
6. Personal attributes.

**Additional Opportunity**

If you have met the pre requisite of 36 credit points you may wish to enroll and attempt the additional assessment (WIL Live projects) through the units of Social Entrepreneurship or Internship. This will be supervised by the Senior lecturer (Greg Boland) and an extra 3 point unit will be awarded to you. If interested please inform Diane Phillips email by the end of week 1.

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5b Details of each assessment item - See Marking criteria and matrix on Moodle.

5c Supplementary assessment


5d Special consideration


Special consideration is consideration given to students whose performance in a unit may be affected by unavoidable and adverse circumstances. Special consideration will normally result in extensions of time for submission of assessment items (see Procedures 3.9) or deferred examinations (see the Deferred Examination Policy).


Applications for an extension to the due date for submission of an assessment item on the grounds of illness or other unavoidable and verifiable personal circumstances (that is, special consideration) should be submitted according to the procedures described in the unit outline for the relevant unit. For advice on documentary evidence to support applications for extensions, please refer to the Assessment Guide that supports these procedures. See electronic extension format on Moodle.

Students should apply for extensions before the due submission date, and are advised to do so as early as possible. Applications after the due submission date may be considered only in exceptional circumstances.
For information on processes for deferred exams, see the *Deferred Examination Policy* and the *Deferred Examination Procedures* and on supplementary assessment, see the *Supplementary Assessment Policy*.

**All assessments must be completed and submitted in order to gain an aggregate mark to pass this unit, with a mark over 50%.**

**5e Due dates for assessment**

All assignments are required to be submitted to pass this assessment.

- There is no requirements for lecturers to mark assessment items that are submitted late. However in this unit the following practice will be followed.

- Late assessment which is submitted within 7 days of the specified submission date and time will be accepted for marking. However, 5% of the total marks allocated for that item of assessment will be deducted for each day the assessment is overdue.

- Late assessment submitted more than 7 days after the prescribed date and time will *not* be accepted for marking. In this case a student will not receive any marks for the relevant piece of assessment.

If for any reason you are unable to do an assignment by the due date you must submit, to the lecturer, a request for an extension in writing *before* the due date (unless impossible) setting out in detail the genuine and exceptional reason for requesting the extension. If there is a medical or counselling reason for the extension request it must be accompanied by a medical or counselling certificate which clearly states:

- that you were unfit to complete the assignment;
- the date of the medical or counselling consultation; and
- The period for which you were / are / will be unfit to complete the assignment.

**5f Supplementary assessment**

As per university policy.

**5e Academic Integrity**

Students have a responsibility to uphold University standards on ethical scholarship. Good scholarship involves building on the work of others and use of others’ work must be acknowledged with proper attribution made. Cheating, plagiarism, and falsification of data are dishonest practices which contravene academic values.

The Academic Skills Centre at [http://www.canberra.edu.au/studyskills](http://www.canberra.edu.au/studyskills) provides opportunities to enhance student understanding of academic integrity.

**5g Referencing**


Full referencing is therefore required for all written tasks submitted by you. This includes exams administered by the examinations office where directly quoted text should be referenced. The referencing style to be used is:

**5h5f Text-matching software**
You are advised that text-matching plagiarism software on Moodle may be used to detect instances of check for plagiarism. **Plagiarism is a serious breach of University requirements and will be dealt with if it is detected.**

5i Assignment cover sheet – see below at the end of UO

Each assignment submission must have a cover sheet with the student’s name, student number, and a declaration that the submission is the student’s own work. The cover sheet required for use in the Faculty of Business Government and Law is attached. Students should keep a copy of all assessment items that are submitted at least until unit grades have been published at the end of semester.

5j The onus is on you to clarify issues in a timely manner

If there is any doubt with regard to the requirements of any assignment or assessment procedure, the onus for clarifying the issue rests with the student who should contact the lecturer about the matter.

5k Assessment appeals

Under the rules of the University of Canberra there is no right of appeal against assessment results on the basis of academic judgment (i.e. that the student believes their answer merited a higher mark). The only grounds for appeal are that the procedures in this unit outline or the rules of the University gave insufficient guidance to students or were not followed.

5l Marking, marks and moderation

Your assessment item may be marked by a member of staff other than the unit convener. Assessment items will also be moderated in accordance with University policy and this involves more than one marker. If marks are visible in the Moodle grade book they must be treated as indicative only until the moderation process is complete. As a result of moderation a first mark given to an assessment item may be adjusted up or down.

5m Participation requirements

Attendance for face to face students is expected for programmed activities. Contributions to face to face activities are an important measure for assessment of participation in this unit.

5n Special assessment requirements

All assessment must be submitted online – they will not be marked if not submitted electronically. Assignments will also be returned to you electronically.

(For year-long units only - when credit points are not counted until completion of the second unit. Delete for other units): Students enrolled in year-long units (consisting of a part A and part B unit code) will be allocated a continuing grade (CNTY) on completion of part A. Once the student has completed part B, the grade for part A will be updated such that the grades for the two unit codes are the same.

6: Student Responsibility

6a Workload

The amount of time you will need to spend on study in this unit will depend on a number of factors including your prior knowledge, learning skill level and learning style. Nevertheless, in planning your time commitments you should note that for a 3cp unit the total notional workload over the semester or term is assumed to be 150 hours. These hours include time spent in classes. The total workload for
units of different credit point value should vary proportionally. For example, for a 6cp unit the total notional workload over a semester or term is assumed to be 300 hours.

6b Special needs

Students who need assistance in undertaking the unit because of disability or other circumstances should inform their Unit Convener or UC AccessAbility at http://www.canberra.edu.au/accessability (formerly the Disabilities Office) as soon as possible so the necessary arrangements can be made.

6c Attendance requirements

Participation lecturers, workshops and tutorials are required to gain the necessary knowledge to be a successful participant in this unit.

6d Withdrawal

If you are planning to withdraw please discuss with your unit convener. Please see ‘withdrawal of units’ at http://www.canberra.edu.au/student-services/re-enrolment/determine_your_study_program_and_register_on_osis/withdrawal_of_unitsthis link for further information on deadlines.

6e Required IT skills

You are expected to have or to gain general computer skills sufficient to undertake research and to prepare written assignments. You are also expected to have or gain the ability to use Moodle. Word processing, excel, power point and social media skills

6f Costs


Assignment materials only

6g Work placements, internships Integrated Learning

Additional information

- Where required, further details of items mentioned in this unit outline will be supplied via the Moodle site for this unit.
- Notices given in class or via Moodle will be deemed to be given to the whole class.
- It is not always practicable for lectures to be recorded. Details of lecture recording will appear in Moodle.
- You’re learning in this unit is supported by Moodle. Your use of Moodle can be monitored and reported to the unit convenor.
- Where provided, students may communicate with other students via a Moodle resource set up for the unit for reasonable purposes related to enrolment in this unit only.
- For information on health and wellbeing at UC there is a free online program that you are welcome to make use of called ‘the desk’ see http://www.canberra.edu.au/health-counselling/the-desk
- Some of the issues covered in this course may be distressing for some people. All students are expected to deal with sensitive issues in a considerate and respectful manner. Please raise any general concerns you may have with the unit convenor. Any student experiencing distress
should consider seeking counselling or other support. For assistance see http://www.canberra.edu.au/health-counselling

- Breaches of University policy including in relation to posting or sending offensive material will be reported for disciplinary action.

6h Combined Teaching

This Unit may use combined teaching where lectures may be combined within parallel units offered at undergraduate and postgraduate levels. However, the assessment used will be different within each unit depending on the level at which it is offered. You may also be required to attend a learning group specifically designated for your level of enrolment.

Entrepreneurship is a Work Integrated Learning unit, and therefore, additional student responsibilities are required in addition to those described in section 6. This unit involves assessments that require interaction with industry which will require strict adherence to professional practice principles and ethics. Client/patient confidentiality must always be maintained, including for assessment items like reports or practicum essays. The professional nature of this unit also requires 100% attendance at all WIL learning activities (lectures, tutorials) if scheduled – see section 3) for the successful completion of this unit (also see section 6c). If attendance requirements cannot be satisfied (e.g. timetable clash), it is recommended that you meet with your course convener to schedule this unit for a future semester.

Please include the type of WIL:
- Industry/Community Assessment

7: Student Feedback

All students enrolled in this unit will have an opportunity to provide anonymous feedback on the unit at the end of the Semester via the Unit Satisfaction Survey (USS) which you can access by logging into MyUC via the UC homepage: http://www.canberra.edu.au/home/. Your lecturer or tutor may also invite you to provide more detailed feedback on their teaching through an anonymous questionnaire.

8: Authority of this Unit Outline

Any change to the information contained in Section 2 (Academic content), and Section 5 (Assessment) of this document, will only be made by the Unit Convener if the written agreement of Head of Discipline and a majority of students has been obtained; and if written advice of the change is then provided on the unit site in the learning management system. If this is not possible, written advice of the change must be then forwarded to each student enrolled in the unit at their registered term address. Any individual student who believes they are him/her to be disadvantaged by a change is encouraged to discuss the matter with the Unit Convener.

All references to University Policy and URLs are correct at the time this unit outline is prepared. Where subsequent changes are made to these the updated policies and URLs apply.
Assignment Coversheet
Faculty of Business Government & Law

<table>
<thead>
<tr>
<th>Student ID name and number</th>
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<tbody>
<tr>
<td>Unit name</td>
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<tr>
<td>Unit number</td>
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<tr>
<td>Name of lecturer/tutor</td>
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<tr>
<td>Assignment name</td>
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<tr>
<td>Due date</td>
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</table>

You must keep a photocopy or electronic copy of your assignment.

Student declarations

This is all my own work and other sources are properly credited - I certify that the attached assignment is my own work. Material drawn from other sources has been appropriately and fully acknowledged by providing author/creator, source and other bibliographic details. Such referencing meets unit-specific requirements of format and style.

I know what plagiarism is and how to avoid it - I have completed the Academic Integrity Module in this unit or another unit or I understand the requirement for full referencing of all material that comes from another person or source.

This work may be checked electronically for plagiarism - I give permission for my assignment to be copied, submitted and retained for the electronic checking of plagiarism.

This work may be used for benchmarking - I give permission for my assignment to be copied, submitted and retained for benchmarking purposes.

Signature of student: ______________________________________  Date: ____________

Assignment feedback

<table>
<thead>
<tr>
<th>Assessment criterion</th>
<th>Comments</th>
<th>Marks</th>
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General comments

Date of submission