

**Experiential Entrepreneurial Activity (50%)
UHAK 1032 / UBSS 1032**

Section : _____
Group Name : _____

Faculty : _____
Team Members : _____

No.	NAME	MATRIC NO	No.	NAME	MATRIC NO
1.			4.		
2.			5.		
3.					

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Marks Obtained
Business Registration (Suruhanjaya Syarikat Malaysia)	15 Marks	0 mark Do not do business registration via <i>Suruhanjaya Syarikat Malaysia (SSM)</i>				15 marks Do business registration via <i>Suruhanjaya Syarikat Malaysia (SSM)</i>	
		0 mark Do not do business entry record for Start-Up via UTM XCITE				5 marks Do business entry record for Start-Up via UTM XCITE	
Business Entry Record for Start-up (UTM XCITE) (SF_01)	5 Marks	0 mark Do not do business entry record for Start-Up via UTM XCITE				5 marks Do business entry record for Start-Up via UTM XCITE	
Introduction	5 Marks	1 mark Provide poor introduction of business • Name and address of business • Organizational chart • Mission / vision • Descriptions of products / services • Price list				2 marks Provide moderate introduction of business • Name and address of business • Organizational chart • Mission / vision • Descriptions of products / services • Price list	3 marks Provide satisfactory introduction of business • Name and address of business • Organizational chart • Mission / vision • Descriptions of products / services • Price list

Experiential Entrepreneurial Activity Rubric, Sem 2, 2019/2020

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Marks Obtained
Social Media Visibility	10 Marks	0 mark	4 marks	6 marks	8 marks	10 marks	
		Unable to create any social media page or account (print screen)	Able to create either FB Page, Instagram or any social media (print screen)	Able to create either FB Page, Instagram or any social media with interesting layout with Likes or Followers of 1-20 (print screen)	Able to create either FB Page, Instagram or any social media with interesting layout and format with Likes or Followers of 21-90 (print screen)	Able to create either FB Page, Instagram or any social media with interesting layout and format as well as complete business information with Likes or Followers of 91 and above (print screen)	
Copywriting (Teaser)	5 Marks	0 mark	2 marks	3 marks	4 marks	5 marks	
		Unable to post any teaser (print screen)	Able to post 1 teaser (print screen)	Able to post 2 – 3 teasers (print screen)	Able to post 4 teasers (print screen)	Able to post 5 teasers and above (print screen)	
Copywriting (Hard Sell)	5 Marks	0 mark	2 marks	3 marks	4 marks	5 marks	
		Unable to do any post (print screen)	Able to do 1 – 3 posts using the correct hard sell technique – AIDA (print screen)	Able to do 4 – 6 posts using the correct hard sell technique – AIDA (print screen)	Able to do 7 – 9 posts using the correct hard sell technique – AIDA (print screen)	Able to do 10 posts and above using the correct hard sell technique – AIDA (print screen)	
Copywriting (Soft Sell)	5 Marks	0 mark	2 marks	3 marks	4 marks	5 marks	
		Unable to do any post (print screen)	Able to do 1 – 3 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	Able to do 4 – 6 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	Able to do 7 – 9 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	Able to do 10 posts and above using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	
Frequency of Posting	5 Marks	0 mark	2 marks	3 marks	4 marks	5 marks	
		Unable to do any post in a month (print screen – Insight components)	1 – 5 posts in a month (print screen – Insight components)	6 – 10 posts in a month (print screen – Insight components)	11– 15 posts in a month (print screen – Insight components)	16 posts and above in a month (print screen – Insight components)	
Sales Report (Go eCommerce Portal)	20 Marks	0 mark	5 marks	10 marks	15 marks	20 marks	
		Unable to provide any sales report and evidence (print screen – Go eCommerce Portal)	Able to provide sales report and evidence with minimal sales of RM20 as well as complete customer info such as customer's name, address, payment method and delivery method – tracking no)	Able to provide sales report and evidence with minimal sales of RM50 as well as complete customer info such as customer's name, address, payment method and delivery method – tracking no)	Able to provide sales report and evidence with minimal sales of RM100 as well as complete customer info such as customer's name, address, payment method and delivery method – tracking no)	Able to provide sales report and evidence with minimal sales of RM150 as well as complete customer info such as customer's name, address, payment method and delivery method – tracking no)	

Experiential Entrepreneurial Activity Rubric, Sem 2, 2019/2020

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Marks Obtained
			(Print screen – Go eCommerce Portal)	(Print screen – Go eCommerce Portal)	(Print screen – Go eCommerce Portal)	(Print screen – Go eCommerce Portal)	
Managerial/ delegation of work	5 Marks	1 marks	2 marks	3 marks	4 marks	5 marks	
		Work was not divided equally. Only few members are doing the work while others are ignored.	Work was divided minimally amongst group members.	Work was divided satisfactorily amongst group members.	Work was divided well amongst group members.	Work was divided excellently amongst group members.	
Managerial/ Time Management	10 Marks	2 marks	4 marks	6 marks	8 marks	10 marks	
		No attempt to complete work on time. Not able to manage time.	Rarely completes work on time. Not able to manage time well.	Occasionally completes work on time. Tries to manage time.	Completes work on time by taking advantage of the time provided and by using time management skills.	Complete tasks ahead of schedule by creating a plan and scheduling time to complete the work.	
Reflective Writing (Conclusion)	5 Marks	1 mark	2 marks	3 marks	4 marks	5 marks	
		Unclear reflection on the project	Moderate reflection on project	Satisfactory reflection on project	Good reflection on project	Excellent reflection on project	
Peer review Marks (As stated in peer review form)	5 Marks	1 marks	2 marks	3 marks	4 marks	5 marks	
TOTAL	100						/100