This assignment is designed to assess learning outcomes: 1 Appraise and synthesize the factors which promote and inhibit entrepreneurship: personally, socially, economically and environmentally 2 Critically examine entrepreneurial opportunities, deals and contexts, and appraise contemporary concepts in entrepreneurship, innovation and creativity 3 Critically evaluate the role of entrepreneurship and innovation in job creation, economic development and society as a whole 4 Assess the constraints faced by small businesses and critically evaluate appropriate management strategies to effectively operate within those constraints, including learning from failure 5 Select and assess growth opportunities and role of innovation in real-world cases 6 Appraise the diversity of sources and research methodologies with a view to developing a clear understanding of market and industry opportunities 7 Develop the ability to convincingly communicate content in an efficient, articulate, accurate, comprehensive and creative way via means of a pitch, showing technical prowess in the use of various media as appropriate Please note: the assessment is made up of multiple submissions The portfolio comprises one submission link on Moodle, where you can upload your academic poster and report as two separate files: The portfolio comprises one submission link on Moodle, where you can upload your academic poster and report as two separate files: Student’s individual submission of a specialist academic poster – A1 You are to collate material for an academic poster. You will be assessed on poster design, as well as on your digital prowess (your use of links, codes – e.g. QR codes – etc. to redirect the reader to online material such as coventry.domains, vlogs, blogs, podcasts, and more). Content evaluation will include making sure that all parts interrelate with each other to form a coherent whole. The content itself will cover: - Critical definition of entrepreneurship as a field of study - Entrepreneurial identity and character traits, and how the personal is moulded by various contexts: socio-economic trends, cultural contexts and gender perspectives - Why failure is such an integral part of the entrepreneurial journey and experience - What defines Sustainable Entrepreneurship, and how it takes shapes within a low-carbon economic model - In the context of venture creation, how entrepreneurial opportunities, deals and contexts are shaped, and the role of innovation and creativity