
ASSIGNMENT
December 2019 SEMESTER

SUBJECT CODE :
SUBJECT TITLE : **NEW BUSINESS VENTURE**
LEVEL : **DOCTORAL LEVEL**

STUDENT'S NAME :
MATRIC NO. :
PROGRAMME : **DOCTOR OF BUSINESS ADMINISTRATION**
ACADEMIC FACILITATOR :
LEARNING CENTRE :

INSTRUCTIONS TO STUDENTS

- 1) This assignment consists of **ONE (1)** part..
 - 2) Plagiarism in all forms is forbidden. Students who submit plagiarised assignment will be penalised.
 - 3) This assignment carries 60% weight.
 - 4) The submission date of this assignment is **BEFORE OR ON 29th November**
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1. Using relevant theories, examples from various companies, Ideas etc apply the following entrepreneurial business concepts for a new venture idea of your choice.

- a) Digital Nomads
- b) Startups
- c) Business incubators
- d) Timmons model of Entrepreneurship

2. Using real life examples write an intellectually stimulating article targeting potential entrepreneurs on the topic of 'The entrepreneurship process', which is to be published in a magazine.

For each question, your answer should not exceed 2000 words. You should source additional ideas from the company website, journals, magazines or any kind of publications and all references must be cited clearly, using the APA referencing format.