

Undergraduate Diploma in Business Administration: Intake October 2022

Assessment Task: Written assignment based on chosen questions	
Module: <i>Creating a Business</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 24 November 2022	
<p>Task The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the process to Create a Business.</p> <p>Note This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the process to Create a Business.</p> <p>Note <i>You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style.</i></p>	
Choose 1 question from the following:	
<p>Question 1: Identify a product of your choice which has not been used or mentioned during any of the module's sessions. Briefly describe the product and its use and apply a SCAMPER on the product. Your assignment should also include information on SCAMPER and the reasons for which it is used.</p> <p>Question 2: Identify a known car manufacturing company, excluding Tesla, of your choice. Perform a SWOT analysis on the company followed by an Opportunities Analysis and suggest new strategy for the company based on your findings. Your assignment should also include information on SWOT and Opportunities approach and the reasons for which they are used.</p> <p>Question 3: The famous Indian brand, Allen Solly, is looking into the possibility of opening a store in Malta. Conduct a PESTEL analysis and follow up by compiling a list of Opportunities and Threats and draw your conclusions from the analysis. Your assignment should also include information on PESTEL analysis and the reasons for which it is used.</p>	
Pass Mark - 50%	Total Assignment Weighting - 65%
By submitting I confirm that this assessment is my own work	
Mark:	Signature: <main assessor>
Date	Signature: <quality assurance>