Introduction Session 03

Lecture Title: Undergraduate Diploma



Lecturer: Mr Angelito Sciberras

Date: 4 October 2023

Undergraduate Diploma in Business Administration

Undergraduate Diploma in Business Administration

Tuesday 3 October 2023

Introductions

The Academy

Tuesday 3 October 2023

Staying in Malta

Wednesday 4 October 2023

The Study Programme

Assignments

Presentations

Reflective Diary

Thursday 5 October 2023

Using Power Point



Relevance to the Study Programme

Assignment - Research & Writing

Presentations - Pitch and Sales



The Study Programme

- Undergraduate Diploma in Business Administration
 - MQF Level 5
 - 60 ECTS
 - 7 modules
 - 6 exit awards

MQF Level 5

- Knowledge
 - understand the origins of business administration and management, the basis of economics and the various methodologies of Management including strategic management
 - understanding theories and strategies for the development of a superior business model including the appreciation and understanding of the difference between creativity and innovation
 - appreciate the importance of financial analysis including being able to evaluate an enterprise
 - comprehend basic models of marketing, market research principles and practices become
 aware of the importance of Human Resource Management and organisational behaviour,
 including purposes and roles of planning, recruitment, structuring, leading, and influencing in an
 efficient and cost-effective system.
 - be made aware of and comprehend the external and internal environments in which business operates
 - be able to manage data and understand the implications of data management
 - apply and engage in appropriate research methods and methodologies



MQF Level 5

- Skills
 - create and come up with necessary proposals studies and business models for goods and services
 - apply financial principles and be able to **prepare forecasts** including identifying factors important for a financial analysis
 - explain, evaluate, and define marketing and research principles and practices
 - identify and evaluate business models, strategic issues, and market factors
 - understand evaluate and assess the needs for effective Human Resource Management
 - assess and identify various data privacy compliance requirements
 - prepare and carry out structured research



MQF Level 5

- Competences
 - draft reports and effectively plan for a start-up
 - analyse, formulate, and compute financial documentation
 - being able to use various research methodologies and understanding different facets of marketing
 - apply management tools and techniques for effective strategic management
 - analyse and understand Human Resource Management including necessary improvements and the adaptation of different models
 - understand an organisation's requirements for policies and procedures and taking lead on data privacy protection
 - be able to conduct a research and apply practical theories and models

60 ECTS

Total Contact Hours ¹ (Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures, participation in online forums, videolectures).	Supervised Placement and Practice Hours (During these hours the 46 learner is supervised, coached, or mentored. Tutorial hours may be included here.)
Self-Study Hours (Estimated workload of research and study.)	Assessment Hours (Examinations/ presentations/ 250 group work/ projects etc.)

1,500 hours

Creating a Business	8
Financial Analysis	8
Marketing and Research	8
Strategic Management	8
Human Resource Management	8
Managing data and its implications	8
Research Project	12



Modules & Time Table

Monday sessions: 09:30 to 12:30hrs

Wednesday sessions: 17:30hrs to 20:30hrs

Saturday sessions: 09:00hrs to 17:00hrs



Modules & Time Table

Christmas Recess: 20 December 2023 - 5 January 2024

Easter Recess: 24 March 2024 - 5 April 2024

Summer Recess: 01 August 2024 - 16 August 2024

In-between Modules: No Wednesday Session



Modules & Time Table

Session 01: Saturday 8 hours ← Self-Assessment Sitting 1 Session 02: Wednesday 3 hours 8 hours Saturday Session 03: Wednesday 3 hours Session 04: Face to Face Hours - 41 hours 8 hours Session 05: Saturday Wednesday Session 06: 3 hours Session 07: Saturday 8 hours 3 hours ← → Self-Assessment Sitting 2 Session 08: Wednesday Saturday 3 hours Session 09: Supervised Hours (about assessment methods) Wednesday 3 hours Session 10: Session 11: Saturday 3 hours Presentations

Monday sessions:

09:30 to 12:30hrs

Course Resource Centre

https://www.advisory21.com.mt/download/undergraduate-diploma-in-businessadministration-resource-centre-april-2023

- policies and procedures
- information related to the study programme
- indicative schedule of each module's lectures
- access to module's, lectures' plan (gradually populated)
- academy's communications
- assignments' titles



Undergraduate Diploma in Business Administration





Assessment Methods

- Self-Assessment 15%
 - 20 multiple choice questions
 - 1st session of each module and session 8
- In-Class Group Presentation 20%
 - 2 groups of 5
 - Question/s to address Course Resource Centre
- Reflective Notes 10%
 - About the in-class group presentation
- Assignment 55%
 - 1,200 words
 - Question/s to address Course Resource Centre



Self Assessment

- During the first sitting choose what you believe is the correct answer for each of the 20 questions by ticking the box on the right next to the correct answer in Column A ONLY.
- In the second sitting you MUST either confirm your answer by ticking again the same box but in Column B or tick a new box next to what you now believe is the correct answer in Column B.

What does the letter O in SWOT stand for?

 A B

 a. Order
 b. Opportunities
 c. Older
 d. OPen

Correct answer in Session 1 receives 1 point

Correct answer in Session 2 confirming answer in Session 1 additional 1 point

Correct answer in Session 2 correcting wrong answer in Session 1 receives 2 points

Wrong answer in Session 2 with wrong answer in Session 1 receives O points

Wrong answer in Session 2 with correct answer in Session 1 receives -1 points



Self Assessment

1. What does the letter O in SWOT stand for?

		Α	В
a.	Order		
b.	Opportunities		
c.	Older		
d.	OPen	>	V

0

What does the letter O in SWOT stand for?

		Α	В
a.	Order		
b.	Opportunities		~
c.	Older		
d.	OPen	V	

2

U

1. What does the letter O in SWOT stand for?

		Α	В
a.	Order		
b.	Opportunities	\	<
c.	Older		
d.	OPen		

1. What does the letter O in SWOT stand for?

		Α	В
a.	Order		
b.	Opportunities	<	
c.	Older		~
d.	OPen		

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Self Assessment

• Maximum score 40

• Weighted 15

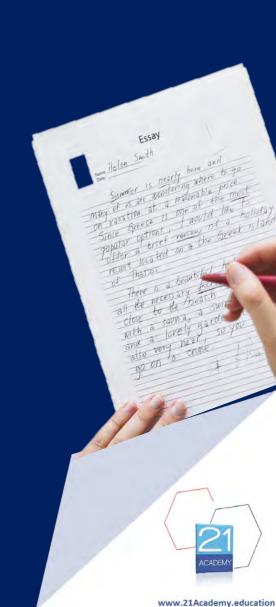


Assignment

Student's understanding of the subject

Presentation

- Uniqueness (no plagiarism)
- Appropriate citations



Student's understanding of the subject



Undergraduate Diploma in Business Administration: Intake October 2022

	Tuition Centre: 21 Academy
Module: Creating a Business	Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:

Assignment Deadline: 24 November 2022

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.

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.

Note

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.

Choose 1 question from the following:

Question 1

Identify a product of your choice which has not been used or mentioned during any of the module's easiens. 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.

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 infromation on SWOT and Opportunities approach and the reasons for which they are used.

Question

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 infromation on PESTEL analysis and the reasons for which it is used.

Pass Mark - 50%	Total Assignment Weighting - 65%	
By submitting I confirm that the	his assessment is my own work	
Mark:	Signature: <main assessor=""></main>	
Date	Signature: <quality assurance=""></quality>	_

Assignment Submission Form

- the due date
- the word limit

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Student's understanding of the subject

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- Assignment Submission Form
 - Choose which question to answer
 - Read it well and understand it
 - Identify keywords



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Understanding Assignments



Assignment Questions



Undergraduate Diploma in Business Administration: Intake October 2022

Assessment Task: Written assignment I	pased on chosen questions
Module: Creating a Business	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:

Assignment Deadline: 24 November 2022

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Question 2

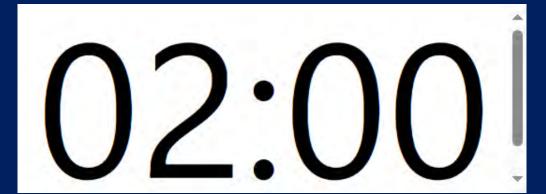
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Pass Mark - 50%	Total Assignment Weighting - 65%	
By submitting I confirm that t	his assessment is my own work	
Mark:	Signature: <main assessor=""></main>	

What are the steps you follow after having received the assignment questions?





Assignment Questions



Undergraduate Diploma in Business Administration: Intake October 2022

Module: Creating a Business	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:

Assignment Deadline: 24 November 2022

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Pass Mark - 50%	Total Assignment Weighting - 65%	
By submitting I confirm that t	his assessment is my own work	
Mark:	Signature; < main assessor>	
Date	Signature: < quality assurance>	

- Read ALL the instructions
- Check deadline
- Read questions WELL
- Think about ALL of them



Assignment Questions



Undergraduate Diploma in Business Administration: Intake October 2022

Module: Creating a Business	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:

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Mark:	Signature; < main assessor>	
Date	Signature: <quality assurance=""></quality>	

You have decided which question to answer. What do you do next?

02:00



Identify the key words in this assignment question?

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.



Identify the key words in this assignment question?

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.



Identify the key words in this assignment question?

You have been tasked with the development of a learning and development plan for a company of your choice. Present a report of how you will go about developing and implementing this plan, taking into consideration the various aspects involved in this process to ensure that any training identified and provided is effective.



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Identify the key words in this assignment question?

You have been tasked with the development of a learning and development plan for a company of your choice. Present a report of how you will go about developing and implementing this plan, taking into consideration the various aspects involved in this process to ensure that any training identified and provided is effective.



Identify the key words in this assignment question?

Explain the principles and concepts of Financial Accounting, giving details and examples of each; their relevance; and any limitations that the application of such principles and concepts have on businesses in today's world.





Identify the key words in this assignment question?

Explain the principles and concepts of Financial Accounting, giving details and examples of each; their relevance; and any **limitations** that the application of such principles and concepts have on businesses in today's world.



Undergraduate Diploma in Business Administration





Undergraduate Diploma in Business Administration



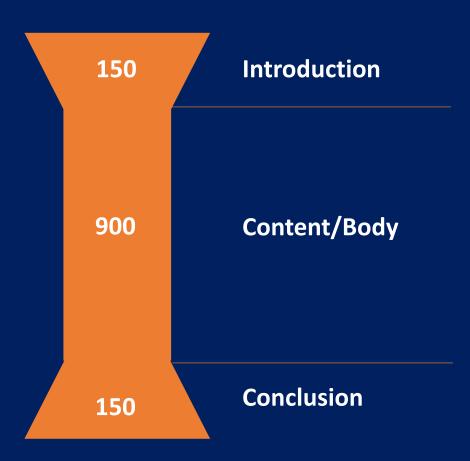


Preparing Assignments



Undergraduate Diploma in Business Administration

Assignment Plan



Choose 1 question from the following:

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.

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Question 3:

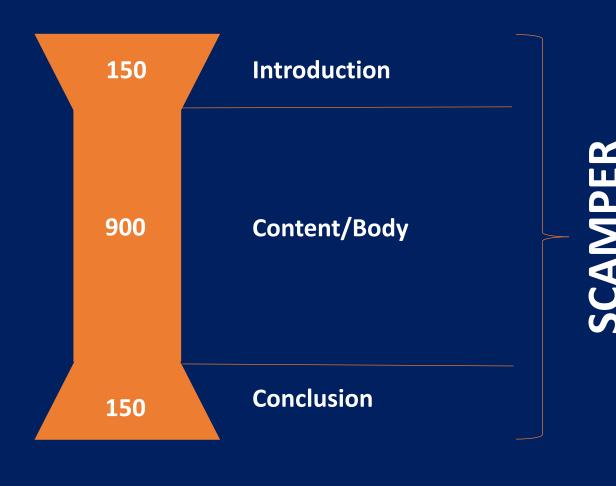
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Assignment Plan



Assignment Plan



What is SCAMPER and use

Product and its use Apply SCAMPER

Benefits of the new product

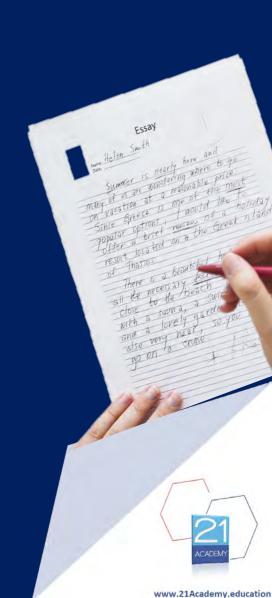


Sources

Resource Centre

Lecture Notes/Slides

- Books suggested reading lists
- Online



Resource Centre

НОМЕ	21 ACADEMY DATA PROTECTION	N DEBT RECOVERY	EMPLOYMENT SERVICES	NEWS/EVENTS CONTACT Q
Lecture	Date	Time	Presentation	Notes (If Any)
Lecture 01	15 October 2022	09:00 to 17:00hrs	Presentation 01	Who Moved My Cheese
Lecture 02	19 October 2022	17:30 to 20:30hrs	Presentation 02	SCAMPER Explained
Lecture 03	22 October 2022	09:00 to 17:00hrs	Presentation 03	Business Model Canvas Explained Business Model Canvas
Lecture 04	26 October 2022	17:30 to 20:30hrs	Presentation 04	SWOT Analysis
Lecture 05	29 October 2022	09:00 to 17:00hrs	Presentation 05	PESTEL Analysis
Lecture 06	02 November 2022	17:30 to 20:30hrs	Presentation 06	
Lecture 07	05 November2022	09:00 to 17:00hrs	Presentation 07	Management & Business Plan
Lecture 08	09 November2022	17:30 to 20:30hrs	Presentation 08	
Lecture 09	12 November2022	09:00 to 12:00hrs	Presentation 09	
Lecture 10	16 November 2022	17:30 to 20:30hrs		
Lecture 11	19 November2022	09:00 to 12:00hrs		



Resource Centre

HOME 21 ACADEMY DATA PROTECTION DEBT RECOVERY EMPLOYMENT SERVICES NEWS/EVENTS CONTACT Q

- Johnson, S., 2003. Who moved my cheese?. London: vermillon.
- . Blank, S., and Dorf, B., (2020). The startup owner's manual: The step-by-step guide for building a great company. John Wiley and Sons.

Lecture 2 - Opportunities Part 1

Following this session students will learn to:

- · understand practical approaches to opportunity identification
- · list practical day to day problems and come up with ideas to address them
- · improve products by the application of SCAMPER
- · convert one's own talents and/or skills into opportunities
- · relate their newly acquired knowledge to real life success stories

Core Reading List

- . Scarborough, N. M. and Cornwall, J. R., (2016). Essentials of entrepreneurship and small business management. London: Pearson.
- · Mariotti, S. and Glackin, C., (2015). Entrepreneurship. 1st ed. Pearson International
- Ries, E., (2017). Startup Way How Entrepreneurial Management Transforms Culture And Drives. 1st ed. Portfolio Penguin.

Supplementary Reading List

• Burns, P., (2007). Entrepreneurship and small business. NY: Palgrave Macmillan.



Lecture Notes/Slides

Creating a Business

Lecture Title: Opportunities Part 1

Lecturer: Angelito Sciberras

Date: 19 October 2022

Date: 19 October 2022

ACADEMY

Undergraduate Diploma in
Business Administration

Undergraduate Diploma in Business Administration



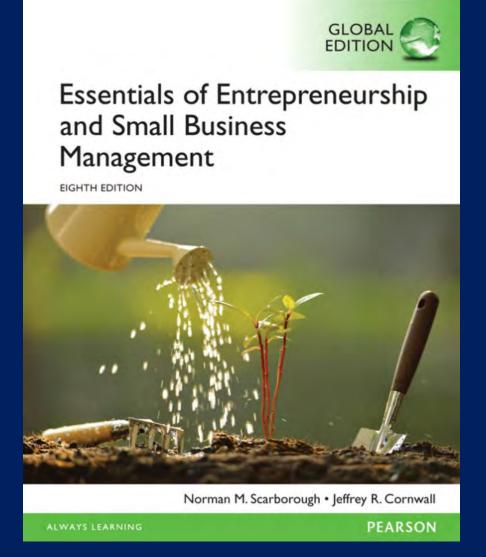
Lecture Notes/Slides



Overview



Books - suggested reading lists











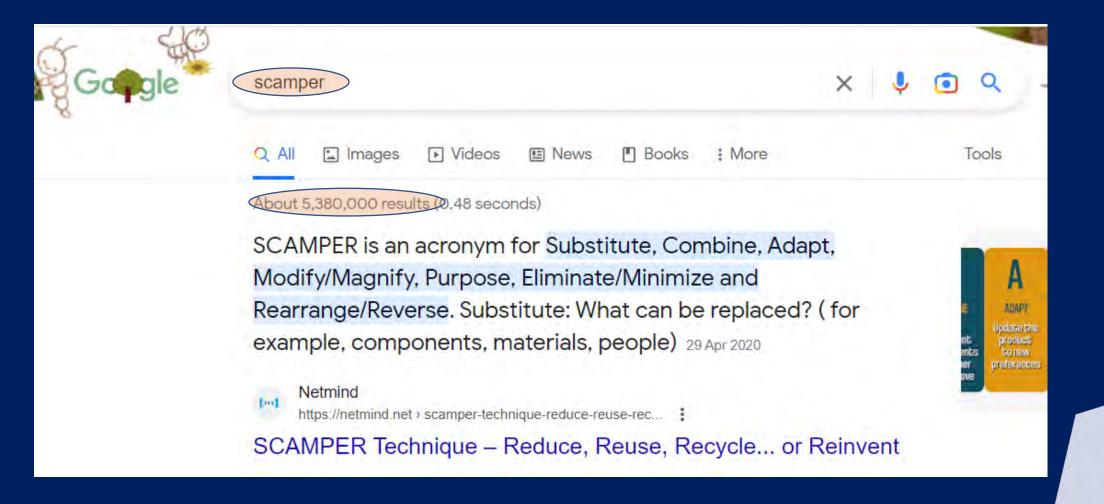
• Check that sources are reliable

Undergraduate Diploma in Business Administration

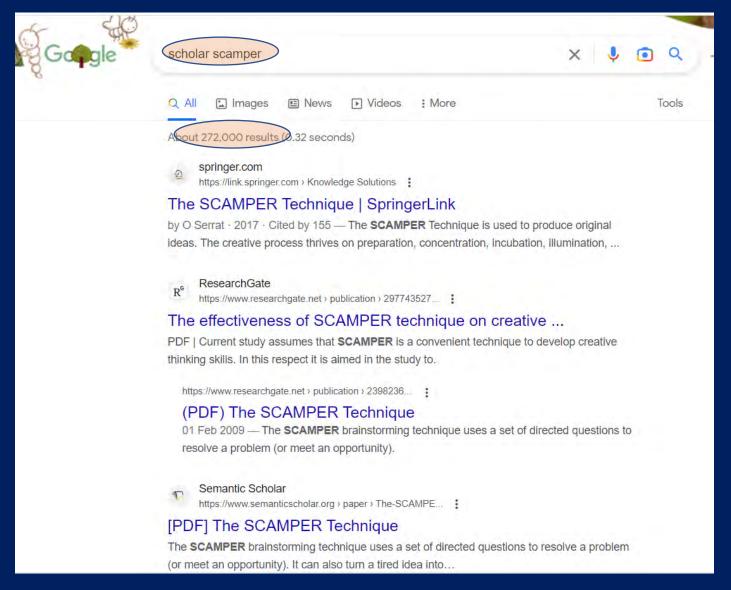
Avoid Wikipedia

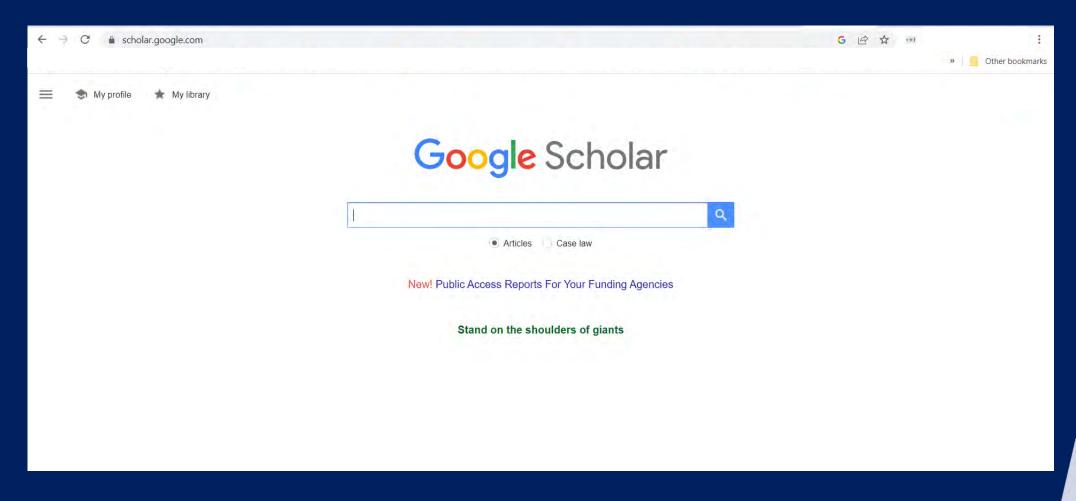
Use keywords

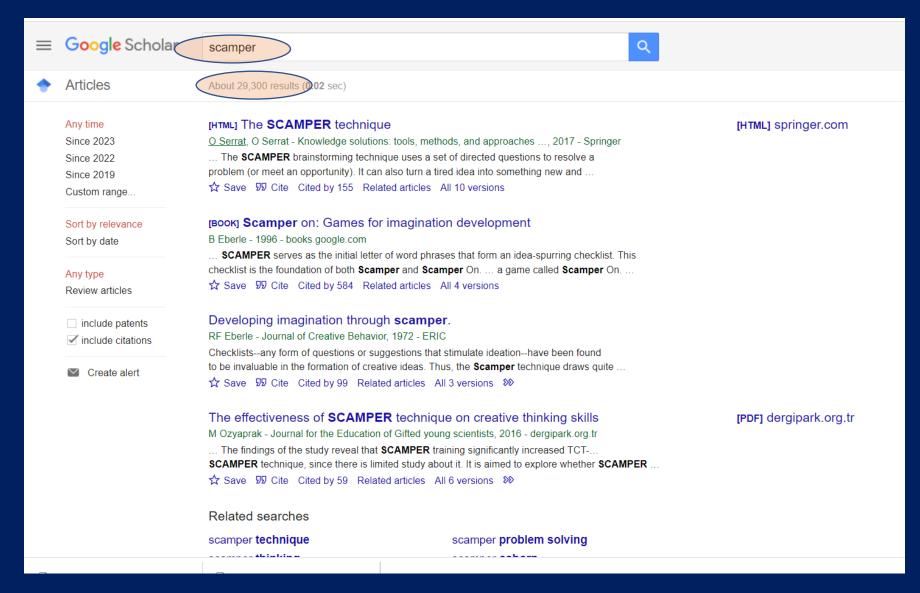




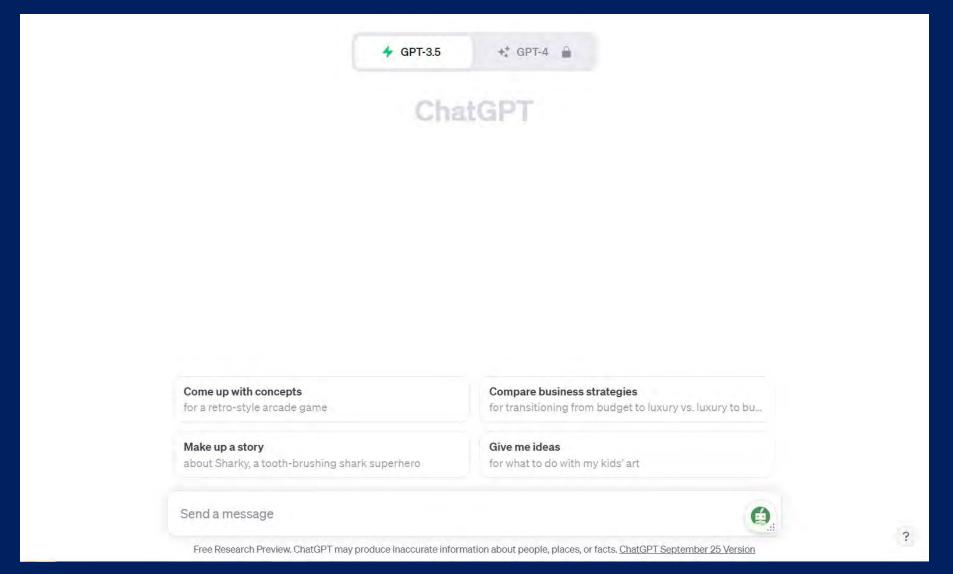






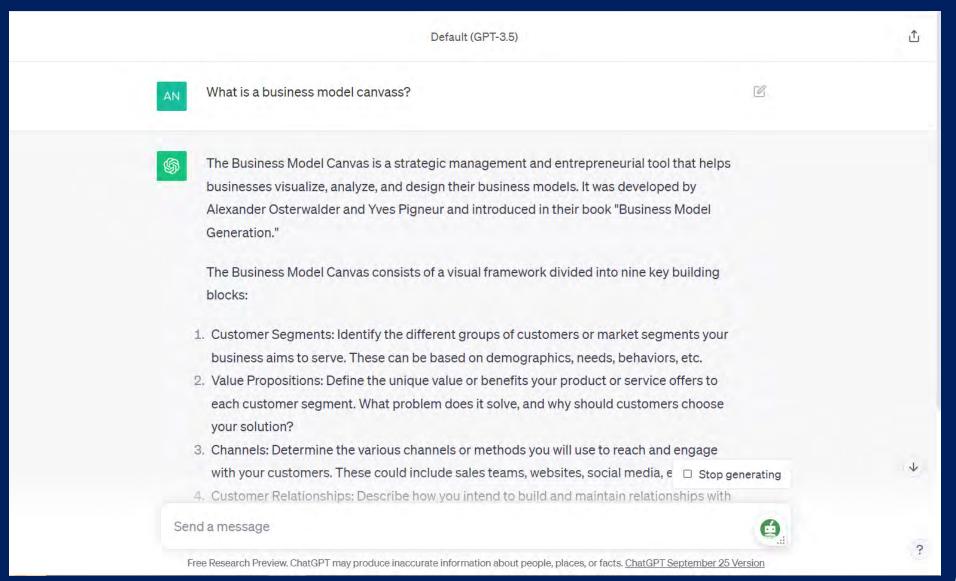






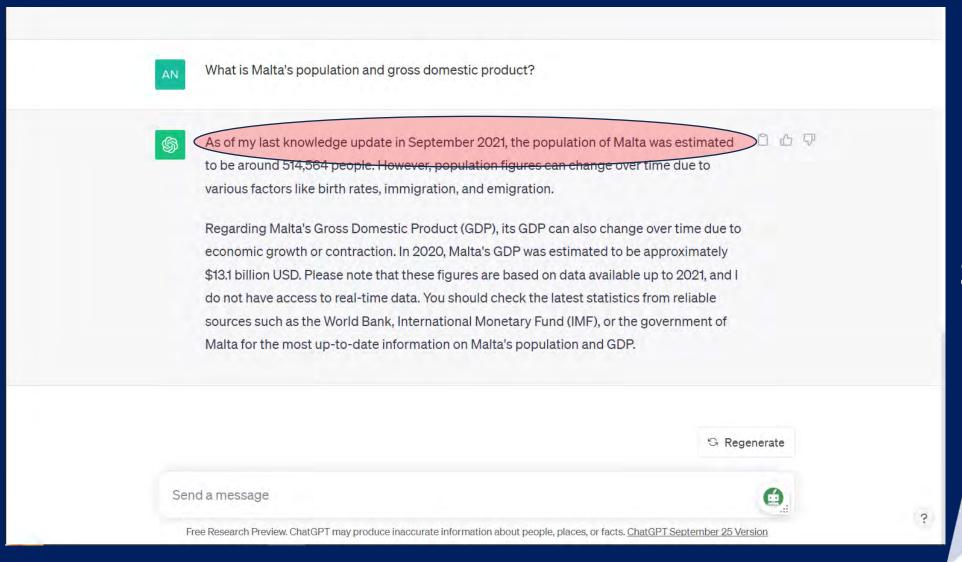












535,000

\$17.8 billion



The Rubric

Assignments Rubric



	5 marks	4 marks	3 marks	2 marks	0 marks
Cover Page	Title, Student's Name, Teacher's Name, Course Intake month and year, Submission Date, Neatly finished-no errors	Evidence of four	Evidence of three	Evidence of two or less	No cover page
Citations	All cited works, both text and visual, are done in the correct format with no errors.	Some cited works, both text and visual, are done in the correct format. Inconsistencies evident	Few cited works, both text and visual, are done in the correct format.	Not Applicable	No citations
Appearance	Creative and attractive cover, clear organization, readable and neat, title page, table of contents.	Contains title page, table of contents	Poorly organized and difficult to read; lacking neatness.	No organization, missing significant criteria.	Absent structure and organization.
Support	Uses evidence appropriately and effectively, providing sufficient evidence and explanation to convince.	Begins to offer reasons to support its points, perhaps using varied kinds of evidence. Begins to interpret the evidence and explain connections between evidence and main ideas. Its examples bear some relevance.	Often uses generalizations to support its points. May use examples, but they may be obvious or not relevant. Often depends on unsupported opinion or personal experience, or assumes that evidence speaks for itself and needs no application to the point being discussed. Often has lapses in logic.	Depends on cliches or overgeneralizations for support, or offers little evidence of any kind. May be personal narrative rather than essay, or summary rather than analysis.	Uses irrelevant details or lacks supporting evidence entirely. May be unduly brief.
	61 - 80 marks	41 - 60 marks	21 - 40 marks	01 - 20 marks	0 marks
Content	Excels in responding to the assignment question. Interesting, demonstrates sophistication of thought. Central idea is clearly communicated, worth developing; limited enough to be manageable. Assignment recognizes some complexity of the subject: may acknowledge its contradictions, qualifications, or limits and follow out their logical implications. Understands and critically evaluates its sources, appropriately limits and defines terms.	A solid assignment, responding appropriately to the question. Clearly states a central idea, but may have minor lapses in development. Begins to acknowledge the complexity of central idea and the possibility of other points of view. Shows careful reading of sources, but may not evaluate them critically. Attempts to define terms, not always successfully.	Adequate but weaker and less effective possibly responding less well to assignment question. Presents central idea in general terms, often depending on platitudes or cliches. Usually does not acknowledge other views. Shows basic comprehension of sources, perhaps with lapses in understanding. If it defines terms, often depends on dictionary definitions.	Does not have a clear central idea or does not respond appropriately to the	Does not respond to the assignment question, lacks a central idea, and may neglect to use sources where necessary.



The Rubric

Assignments Rubric 5 marks 4 marks 3 marks 2 marks 0 marks Title, Student's Name, Teacher's Name, Course Intake month and year, Evidence of four Evidence of three Evidence of two or less **Cover Page** No cover page Submission Date, Neatly finished-no Some cited works, both text All cited works, both text and visual, ar Few cited works, both text and visual, are done in the Citations done in the correct format with no and visual, are done in the Not Applicable No citations correct format. correct format. errors. Inconsistencies evident Poorly Creative and attractive cover, clear organized and difficult to Contains title page, table of No organization, missing Absent structure organization, readable and neat, title Appearance read; significant criteria. and organization. contents page, table of contents.

lacking neatness.

Submission Order

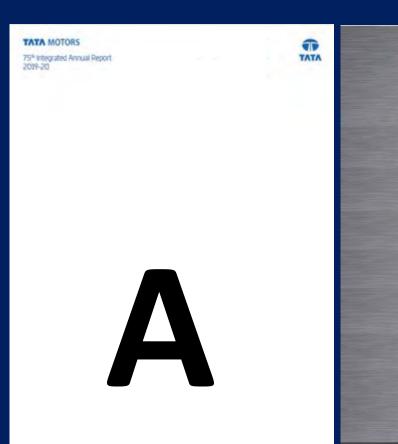
- Assignment Submission Form indicate question you are answering
- Cover Page
- Contents Page
- Answer
 - Times New Roman
 - Size 12
 - 1.5 line spacing
 - Justified
- References



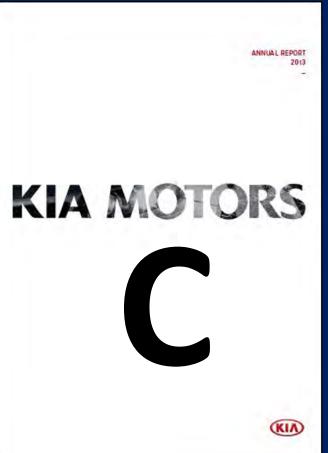
Choose a free car



From the cover page of the Annual Report





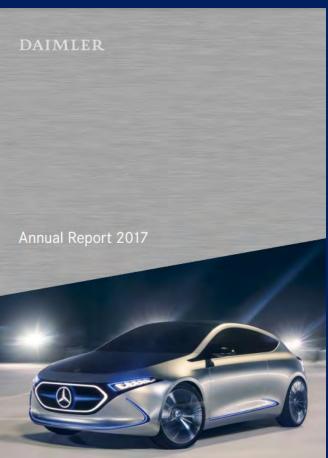


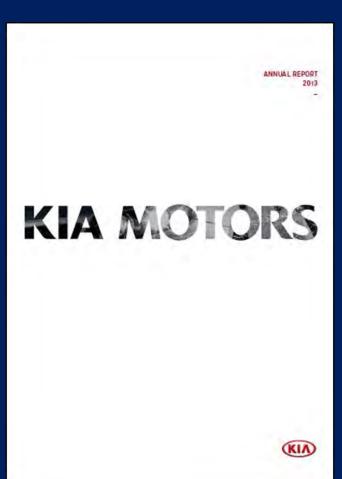


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The Annual Report of a reputable car manufacturer





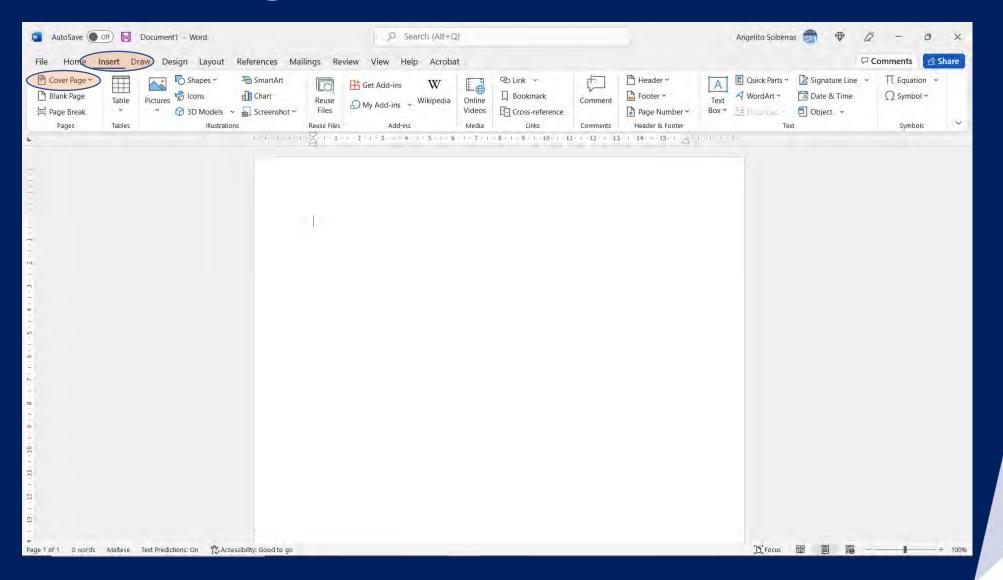


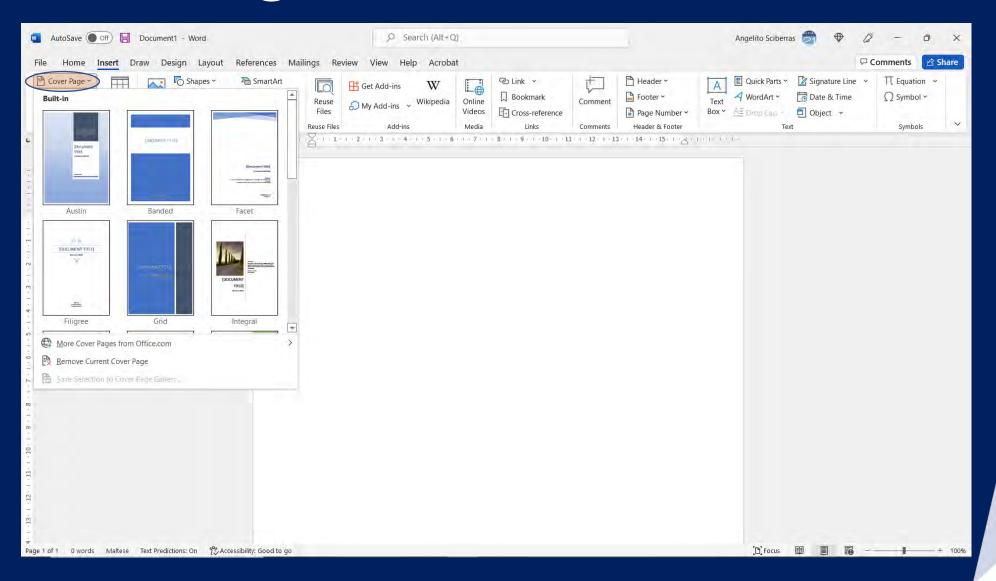


Your Assignments

The function of a title or cover page is that it allows the reader to identify your work at a glance, but it can also help your assignments to look neater and more professionally puttogether.





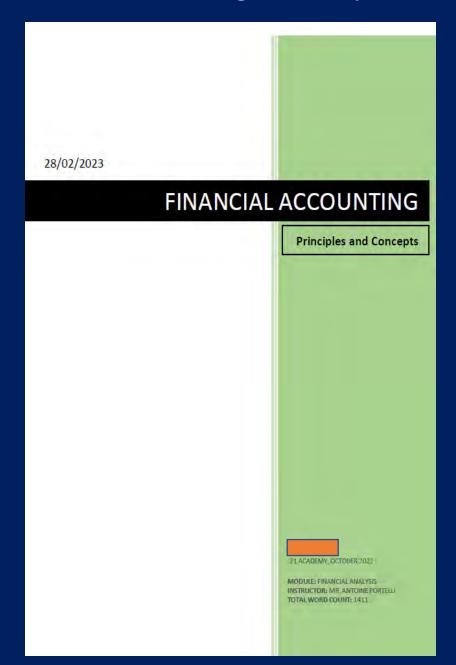


	5 marks		
	Title, Student's Name, Teacher's Name,		
C B	Course Intake month and year,		
Cover Page	Submission Date, Neatly finished-no		
	errors		





	5 marks
	Title, Student's Name, Teacher's Name,
C B	Course Intake month and year,
Cover Page	Submission Date, Neatly finished-no
	errors





All cited works, both text and visual, are done in the correct format with no errors.



Page 2

Referencing System

In text

Page 1

The Essay

After determining an essay's topic, a student will need to analyse the topic, find information, evaluate these resources and present the information in essay format (TAFE SA 2014a). Requirements for essays can vary, but will generally include an introduction, body, conclusion and reference list (TAFE SA 2013). The completed essay will then provide evidence to the assessor of the student's research and learning (Hill Campbell 2014).

The first step is to carefully analyse the topic in order to fully understand what is and is not required from the essay (Spurr n.d.). Usually a topic will be designed to give students an opportunity to develop an argument and the essay should generally agree or disagree with the central idea (Dawson 2013). Carrodus (2002) stresses to ensure relevance; 'answer the question, the whole question and nothing but the question'

Next, resources on the topic should be gathered from a variety of sources such as websites, books, newspapers or journal articles (Summers & Smithr 2010). Lecture notes should only be referred to with the agreement of the lecturer (TAFE SA 2014b) and need only be given an in-text citation as these are considered a personal communication (TAFE SA 2013). A quick evaluation of each resource should be undertaken to establish that the information is up-to-date, relevant, and from a reputable author (Dawson 2013). The student should question whether the author's points are backed up by adequate and convincing evidence and why the author might have published this work (Hill Campbell 2014).

After reading these resources, the student can form an educated opinion and begin to plan the flow of their essay (Jackson et al. 2000). The essay should be typed and include any specified formatting such as page numbering, appropriate headers, footers and a cover sheet (Spurr n.d.). Points made should be supported with quotes, statistics or records from the time (Carrodus 2002), which according to copyright law must all be referenced (Commonwealth Amendment (Moral Rights) Act 2000, Dawson 2013, p. 108). At TAFE SA the Harvard system of referencing is required (TAFE SA 2014b).

The introduction should comprise about 10% of the essay's word count (TAFE SA 2014a) to establish an overall point and provide any background information.

The body of the essay will contain several paragraphs, each paragraph dedicated to an argument or fact, and each subsequent paragraph building support for the point of view being suggested (Levin 2004). This section should take about 80% of the word count (TAFE SA 2013).

The essay should end with a clear and concise statement (Dawson 2013) that sums up the argument and matches the point of view expressed in the introduction (TAFE SA 2014a).

On completion of the draft essay, a student should proofread their work for spelling and grammar (Jackson et al. 2000) and re-read the topic to double check that the essay has not strayed from the points being assessed (Carrodus 2002).

An appropriately formatted and well-researched essay serves not only as a tool for learning assessment, but develops ability to build an educated argument in a strong form of communication essential in many careers (Summers & Smith 2010).

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End-text citations in a reference list

In-text citations



Reference & Bibliography

Reference List

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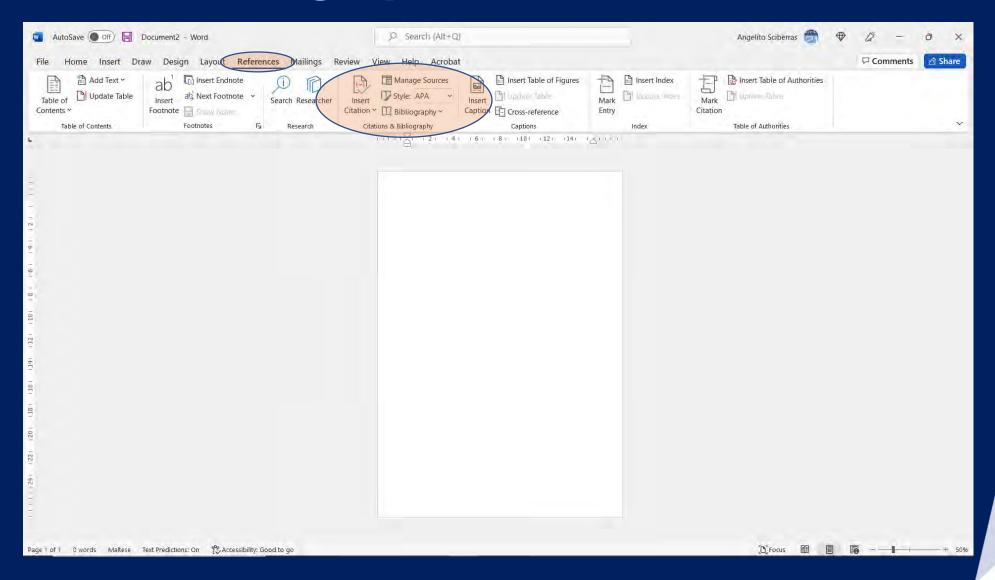
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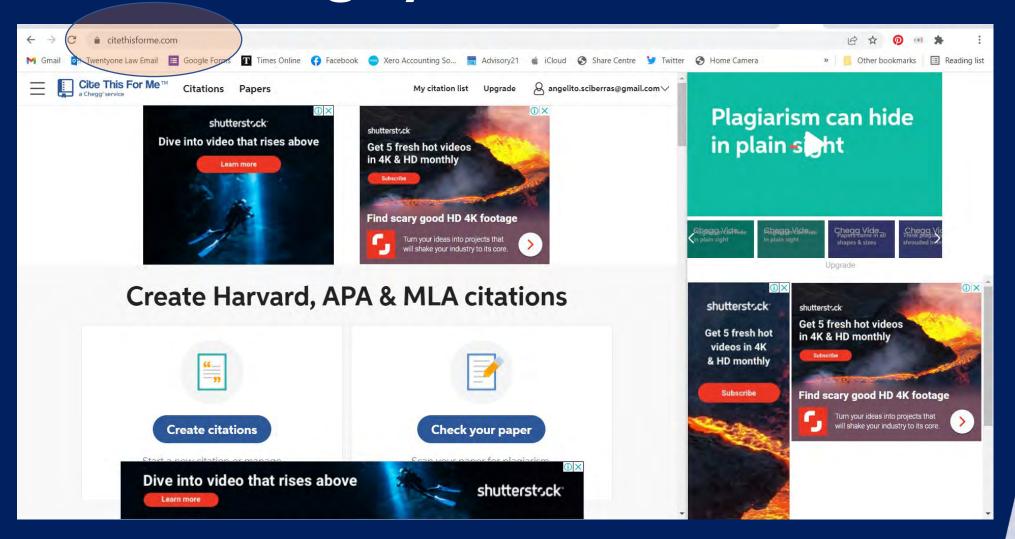
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Cover Page

Appearance organization, readable and neat, title page, table of contents.

Font

Times New Roman

Font Size

Text - 12pt

Titles - 14pt

Line Spacing

1.5

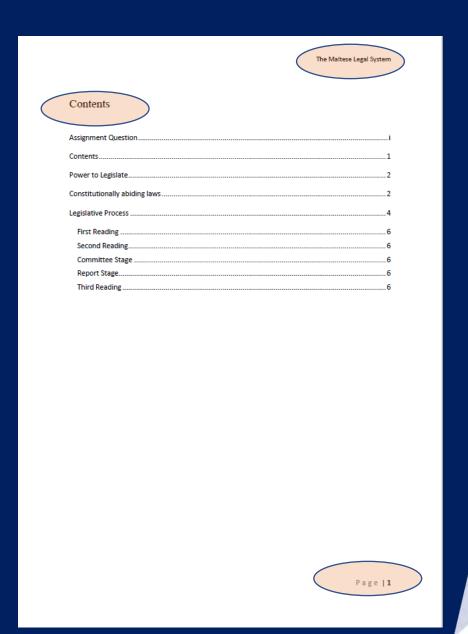
Justified

Page Numbering



Table of Contents

Appearance Organization, readable and neat, title page, table of contents.





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Report

Headings and subheadings: Reports are typically broken up into sections, divided by headings and subheadings, to facilitate browsing and scanning.

Use numbering

1. Heading1.1 Sub Heading1.1.1 Sub Sub Heading



Assignment

• Maximum score 100

• Weighted 55







 Reflection is a purposeful activity in which you analyse experiences, or your own practice/skills/responses, in order to learn and improve.

It is not sufficient to have an experience in order to learn.

Without reflecting on this experience it may quickly be forgotten, or its learning potential lost.

Graham Gibbs 1988



Gibbs, G (1988). Learning by doing: a guide to teaching and learning methods. Oxford: Further Education Unit, Oxford Polytechnic.

What did I learn? 100 words 10 marks

What went well? 100 words 10 marks

What could I have done better? 100 words 10 marks

Long-term implications 200 words 20 marks



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- Download Template from Resource Centre
- Use in Word format
- Submit in pdf before Presentation Date



Presentation

• Maximum score 50

• Weighted 10







Introduction Session 03

Lecture Title: Undergraduate Diploma



Lecturer: Mr Angelito Sciberras

Date: 4 October 2023

Undergraduate Diploma in Business Administration