

Introduction Session 03

Lecture Title: Undergraduate Diploma

Lecturer: Mr Angelito Sciberras

Date: 5 April 2024



Friday 5 April 2024

Introductions
The Academy

Staying in Malta

The Study Programme
Assignments
Presentations
Reflective Diary

Using Power Point



Relevance to the Study Programme

- Assignment - Research & Writing
- Presentations - Pitch and Sales



The Study Programme

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



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, video-lectures))	306	Supervised Placement and Practice Hours (During these hours the learner is supervised, coached, or mentored. Tutorial hours may be included here)	18
Self-Study Hours (Estimated workload of research and study)	316	Assessment Hours (Examinations/ presentations/ group work/ projects, etc.)	310

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



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, video-lectures))	306	Supervised Placement and Practice Hours (During these hours the learner is supervised, coached, or mentored. Tutorial hours may be included here)	18
Self-Study Hours (Estimated workload of research and study)	316	Assessment Hours (Examinations/ presentations/ group work/ projects, etc.)	310

1,500 hours

Marketing and Research	8
Digital Marketing Basics	8
Basics of Search Engine Optimisation & Content Creation in CRM	8
Social Media Marketing & Digital Advertising	8
Corporate Digital Marketing	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

Tuesday sessions: 17:30hrs to 20:30hrs

Thursday sessions: 09:30 to 12:30hrs

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



Modules & Time Table

Summer Recess: 01 August 2024 - 16 August 2024

Christmas Recess: 22 December 2024 - 5 January 2025

Easter Recess: 15 April 2025 - 25 April 2025

In-between Modules: No Tuesday/Wednesday Session



Modules & Time Table

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

Monday/Thursday sessions: 09:30 to 12:30hrs



Course Resource Centre

Link sent via email

- *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
Undergraduate Diploma in Digital Marketing



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.*

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

	A	B
a. Order	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b. Opportunities	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c. Older	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d. OPen	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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 0 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?

	A	B		
a.	Order			
b.	Opportunities			
c.	Older			
d.	OPen	✓	✓	0 0

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

	A	B		
a.	Order			
b.	Opportunities		✓	2
c.	Older			
d.	OPen	✓		0

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

	A	B		
a.	Order			
b.	Opportunities	✓	✓	1 1
c.	Older			
d.	OPen			

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

	A	B		
a.	Order			
b.	Opportunities	✓		1
c.	Older		✓	-2
d.	OPen			

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

Assessment Task: Written assignment based on chosen questions	
Module/ Course & Number:	Tuition Centre: 21 Academy
Level: Award/ MQF Level 2	Class/ Course Number: 2022/022
Date:	Module Name:
Assignment Details: 21 November 2022	
Task The purpose of this unit is to develop an understanding of a particular field; 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 from 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 3 question from the following:	
Question 1 Identify a product of your choice which has not been used or mentioned during any of the modules covered. Briefly describe the product and its use and apply a SWOTPE on the product. Your assignment should also include information on SCAMPER and the factors for which it is used.	
Question 2 Identify a brand (in manufacturing company), including Tesco, of your choice. Perform a PESTLE analysis on the company followed by an Opportunity Analysis and suggest how strategy for the company based on your findings. Your assignment should also include information on SWOT and Opportunity approach and the reasons for which they are used.	
Question 3 The Harvard Referencing style refers to writing into the possibility of opening a space in Malta. Conduct a PESTLE analysis and follow up by completing a list of Opportunities and Threats and state your conclusion from the analysis. Your assignment should also include information on PESTLE analysis and the reasons for which it is used.	
Page Here - 5/5	Total Assignment Weighting - 65%
By submitting I confirm that this assessment is my own work.	
Name:	Signature: (enter name)
Date:	Signature: (enter course)

- Assignment Submission Form
 - the due date
 - the word limit

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.

Student's understanding of the subject

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.

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.

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.

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

Understanding Assignments



Assignment Questions

Undergraduate Diploma in Business Administration: Intake October 2022

Assessment Title: Written assignment based on student questions	
Module: Creating a Business	21Academy - 21 Academy - Version Number: 2018-017
Level: Award VQCF Level 1	Student Name:
Date:	Student Number:

Assignment Deadline: 24 November 2022

Task
The purpose of this level is to develop an understanding of a particular topic; you will write about with focus 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, focusing just of the process to Create a Business.

Rules
You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The maximum word count for the assignment is 2,500 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 might not be used in the coming 12 months. Briefly describe the product and to use the apply a SWOTPEP on the product. Your assignment should also include information on SCAMPPEP and its elements for which it is used.

Question 2:
Identify a known car manufacturing company, including 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.

Question 3:
The famous Indian brand, After Shave, is looking into the possibility of opening a store in Malta. Conduct a PESTLE analysis and follow up by carrying a list of Opportunities and Threats and draw your conclusions from the analysis. Your assignment should also include information on PESTLE analysis and the reasons for which it is used.

Pass (40% - 50%)	Total Assignment Weighing - 50%
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By submitting I confirm that this assessment is my own work

Name:	Signature: (write student)
Date:	Signature: (print student)

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

02:00



Assignment Questions

Undergraduate Diploma in Business Administration: Intake October 2022

Assessment Title: Written assignment based on student questions	
Module: Creating a Business	Tuition Centre: 21 Academy Version Number: 2018-017
Level: Award VQCF (Level 1)	Student Name:
Date:	Student Number:

Assignment Deadline: 24 November 2022

Task
The purpose of this level 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 assignment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about, being part of the process to Create a Business.

Rules
You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The maximum word count for the assignment is 2,500 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 might not be used any of the media's devices. Briefly describe the product and to use acronym SWOTPESTLE on the product. Your assignment should also include information on SWOTPESTLE and its elements for which it is used.

Question 2:
Identify a known car manufacturing company, including Toyota 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.

Question 3:
The famous Indian brand, Aarav, is looking into the possibility of opening a store in Malta. Conduct a PESTLE analysis and follow up by carrying a list of Opportunities and Threats and draw your conclusions from the analysis. Your assignment should also include information on PESTLE analysis and the reasons for which it is used.

Pass (60% - 70%)	Total Assignment Weighing - 50%
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By submitting I confirm that this assessment is my own work

Name:	Signature: (write student's)
Date:	Signature: (print student's)

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



Assignment Questions

Undergraduate Diploma in Business Administration: Intake October 2022

Assessment Title: Written assignment based on student questions	
Module: Creating a Business	Tuition Centre: 21 Academy Version Number: 2018-017
Level: Award VQCF Level 1	Student Name:
Date:	Student Number:

Assignment Deadline: 31 November 2022

Task
The purpose of this level 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 assignment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about, being part of the process to Create a Business.

Rules
You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The maximum word count for the assignment is 2,500 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 might not be used in the coming 12 months. Briefly describe the product and to use SWOTPE on the product. Your assignment should also include information on SCAMPPE and its elements for which it is used.

Question 2:
Identify a known car manufacturing company, including 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 analysis and the reasons for which they are used.

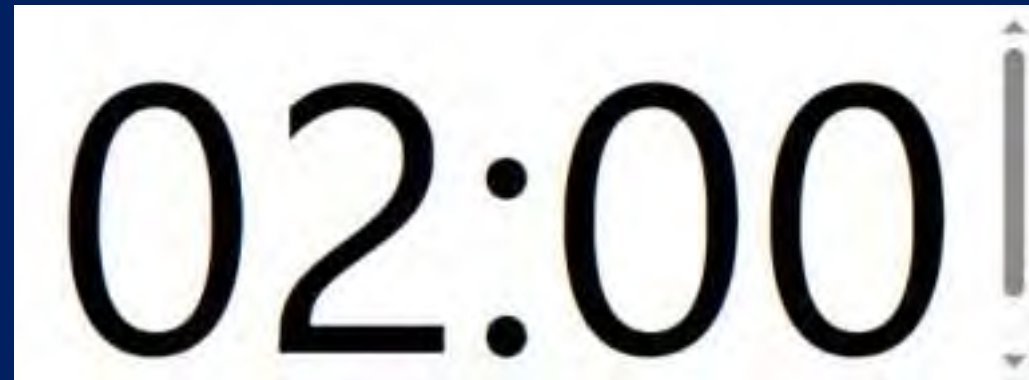
Question 3:
The famous Indian brand, Aarav, is looking into the possibility of opening a store in Malta. Conduct a PESTLE analysis and follow up by carrying a lot of Opportunities and Threats and draw your conclusions from the analysis. Your assignment should also include information on PESTLE analysis and the reasons for which it is used.

Pass (40% - 50%)	Total Assignment Weighing - 50%
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By submitting I confirm that this assessment is my own work

Name:	Signature: (write student)
Date:	Signature: (print student)

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



Keywords

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.

05:00

Keywords

Identify the key words in this assignment question?

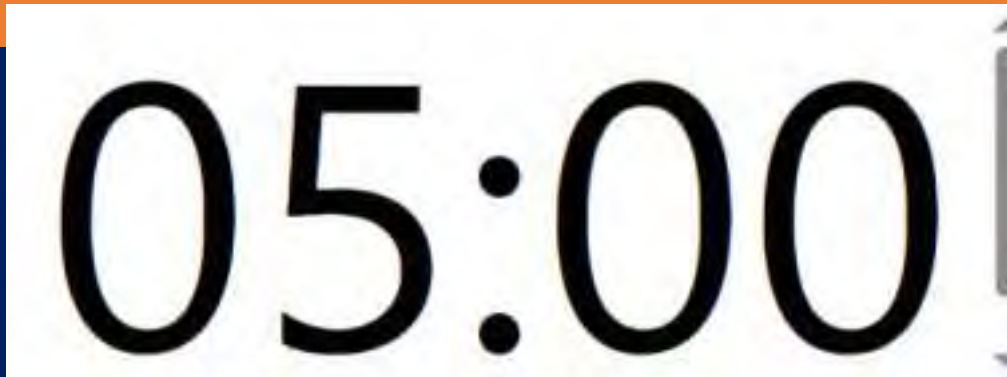
Identify a **product** of your choice which has not been used or mentioned during any of the module's sessions. Briefly **describe** the product and **its use** and apply a **SCAMPER** on the product. Your assignment should also include **information** on SCAMPER and the **reasons** for which it is used.



Keywords

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.



Keywords

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**.



Keywords

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.

05:00

Keywords

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.



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Preparing Assignments





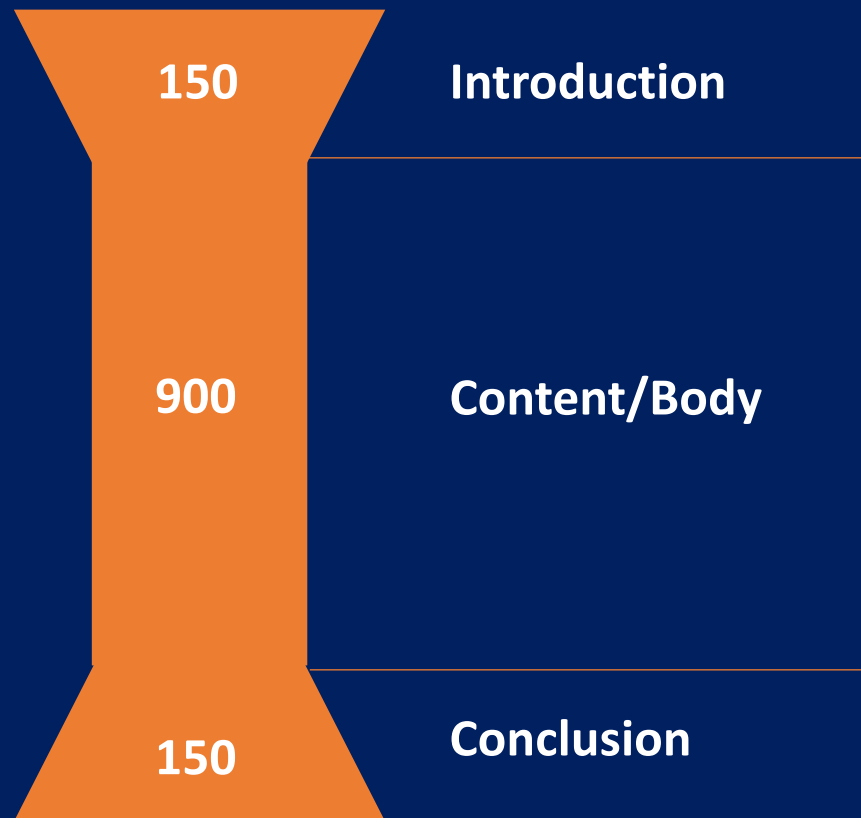
Assignment Guidelines

- Provide a standardised format for all assignments.
- Consistent structure not only enhances the professionalism of the work but also facilitates a smoother grading process.
- Adhering to these guidelines ensures clarity, readability, and uniformity across all submissions.

Download from Course Resource
Centre: Assignment Guidelines



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.

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.

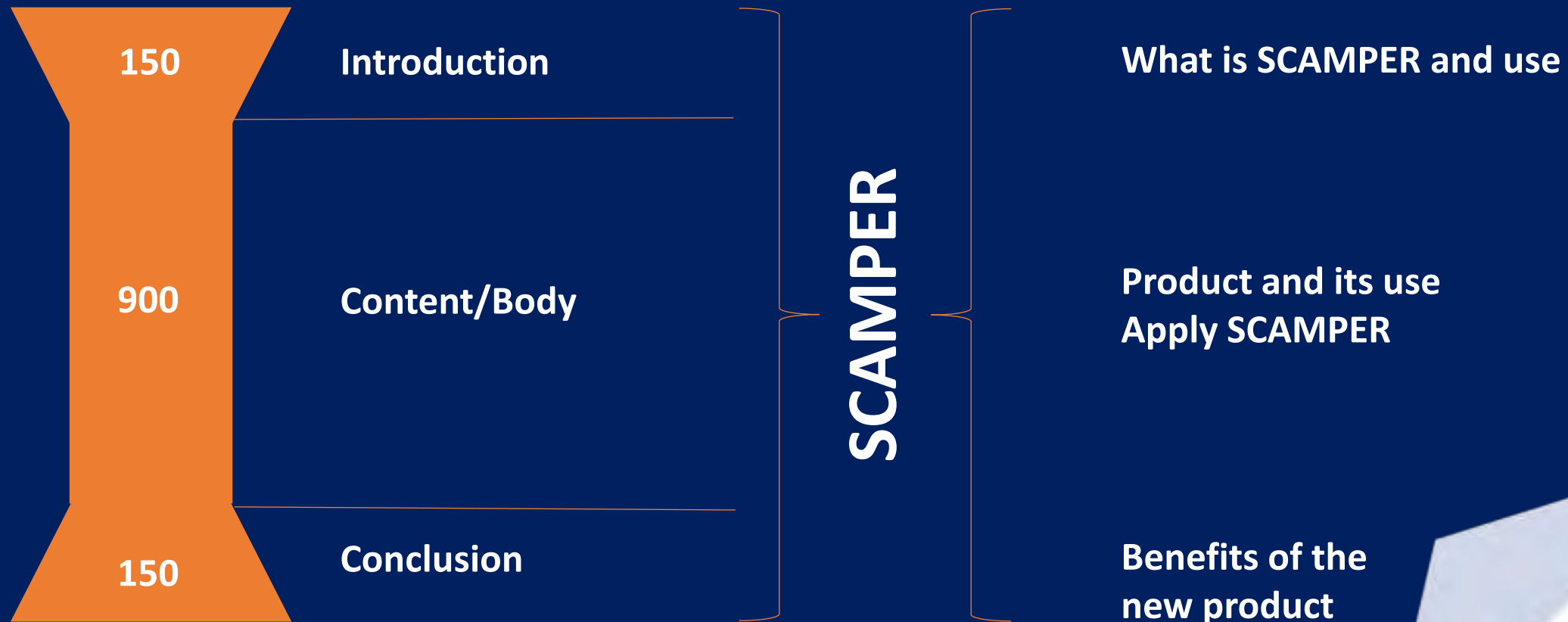
Question 3:

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.

Assignment Plan



Assignment Plan



Sources

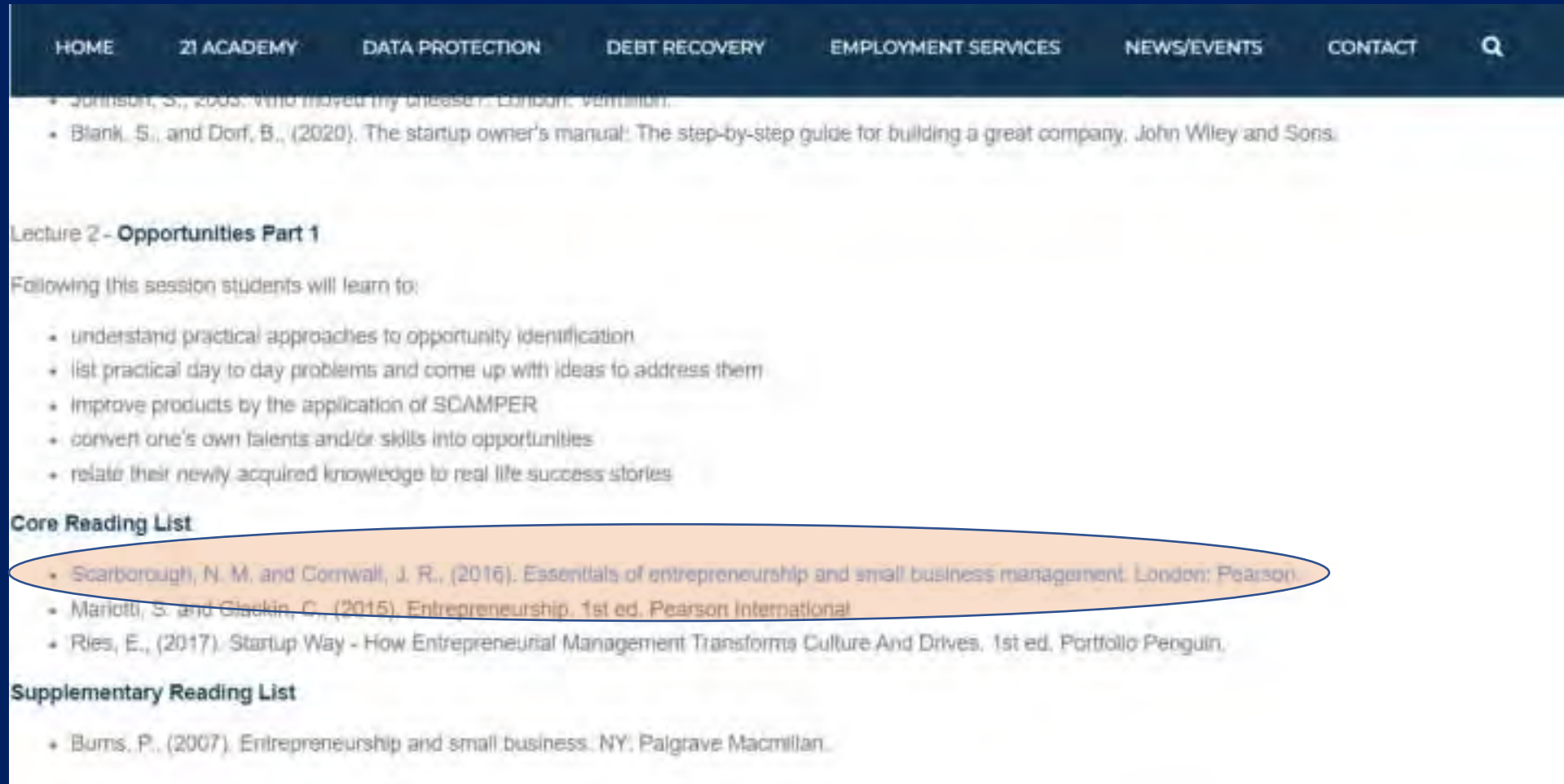
- Resource Centre
- Lecture Notes/Slides
- Books - suggested reading lists
- Online



Resource Centre

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 November 2022	09:00 to 17:00hrs	Presentation 07	Management & Business Plan
Lecture 08	09 November 2022	17:30 to 20:30hrs	Presentation 08	
Lecture 09	12 November 2022	09:00 to 12:00hrs	Presentation 09	
Lecture 10	16 November 2022	17:30 to 20:30hrs		
Lecture 11	19 November 2022	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: Vermilion.
- 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 Giackin, 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



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Lecture Notes/Slides

Improving a product

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a team brainstorming technique used to develop or
improve products or services

Overview



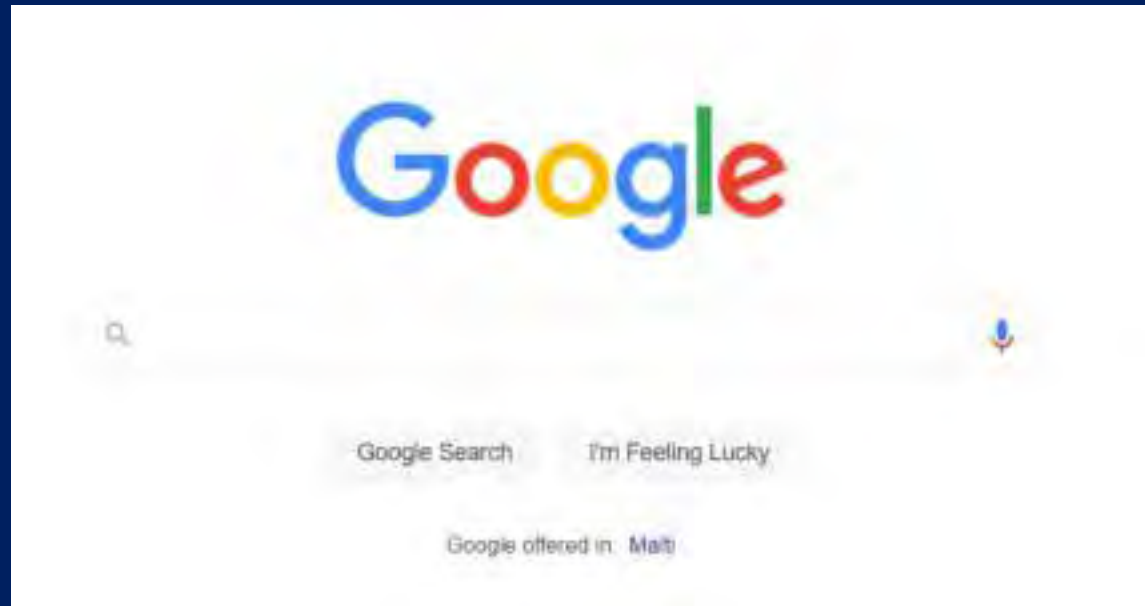
Books - suggested reading lists



Text Scanner OCR



Online



Google Scholar

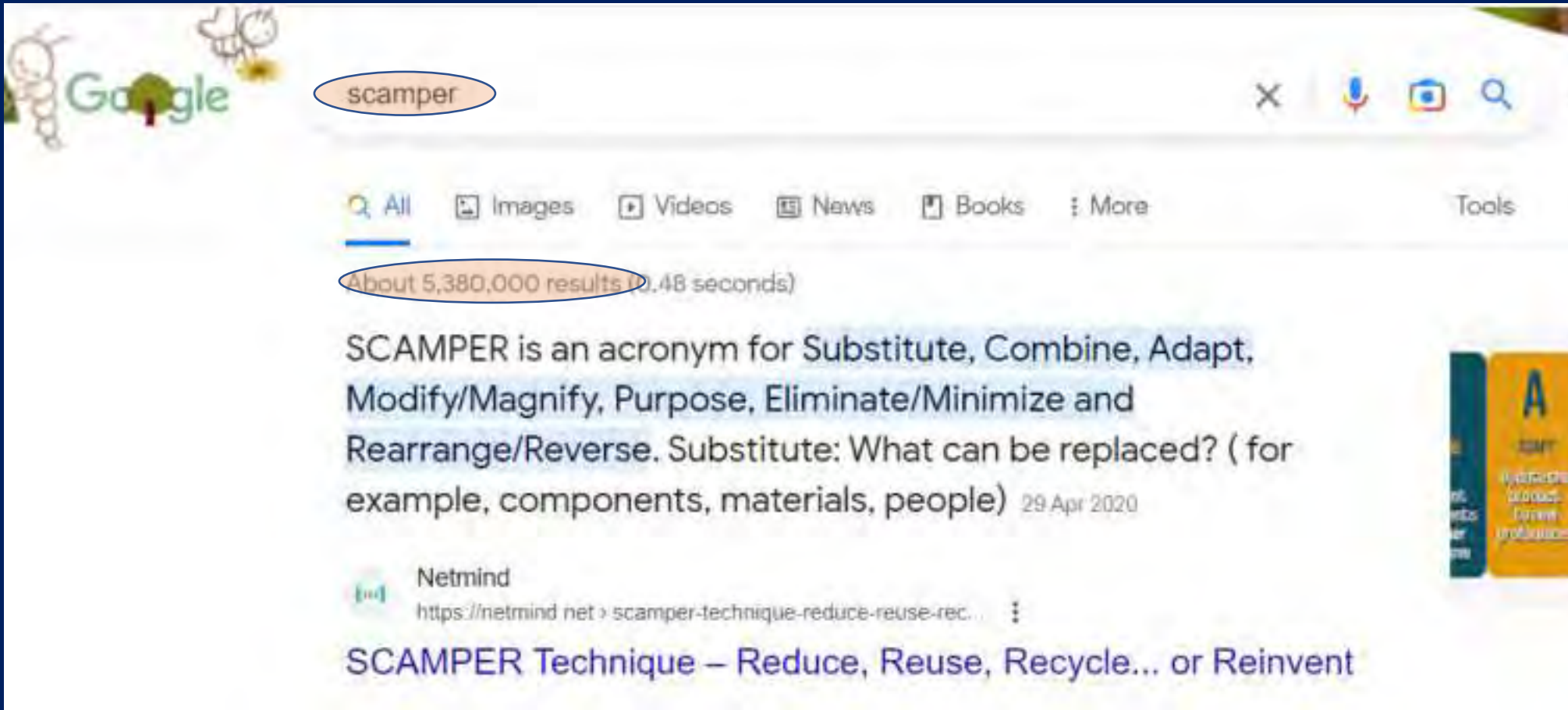


Online

- Check that sources are reliable
- Undergraduate Diploma in **Business Administration**
- Avoid Wikipedia
- Use keywords



Online



The image shows a Google search interface. The search bar contains the word "scamper", which is circled in blue. Below the search bar, the search results are displayed. The first result is from Netmind, with the URL "https://netmind.net/scamper-technique-reduce-reuse-rec...". The main text of the result is highlighted in blue and reads: "SCAMPER is an acronym for Substitute, Combine, Adapt, Modify/Magnify, Purpose, Eliminate/Minimize and Rearrange/Reverse. Substitute: What can be replaced? (for example, components, materials, people) 29 Apr 2020". The word "scamper" is also circled in blue in the search bar. The search results show "About 5,380,000 results (0.48 seconds)".



Online

The screenshot shows a Google search for "scholar scamper". The search bar contains "scholar scamper" and the results show approximately 272,000 results found in 0.37 seconds. The top results are:

- springer.com**: [The SCAMPER Technique | SpringerLink](#) by D Serral - 2017 - Cited by 155 — The **SCAMPER** Technique is used to produce original ideas. The creative process thrives on preparation, concentration, incubation, illumination, ...
- ResearchGate**: [The effectiveness of SCAMPER technique on creative ...](#) PDF | Current study assumes that **SCAMPER** is a convenient technique to develop creative thinking skills. In this respect it is aimed in the study to ...
- Semantic Scholar**: [\[PDF\] The SCAMPER Technique](#) The **SCAMPER** brainstorming technique uses a set of directed questions to resolve a problem (or meet an opportunity). It can also turn a tired idea into ...



Online



Online

The screenshot shows a Google Scholar search for the term "scamper". The search bar contains "scamper" and the search button is highlighted. Below the search bar, the results are displayed. The first result is an article titled "The SCAMPER technique" by O Serrat, published in 2017 by Springer. The second result is a book titled "Scamper on: Games for imagination development" by B Eberle, published in 1996 by books.google.com. The third result is a journal article titled "Developing imagination through scamper." by RF Eberle, published in 1972 in the Journal of Creative Behavior. The fourth result is a journal article titled "The effectiveness of SCAMPER technique on creative thinking skills" by M Ozyaprak, published in 2016 in the Journal for the Education of Gifted young scientists. The search results are filtered by "Articles" and show approximately 25,300 results. The left sidebar contains filters for "Any time", "Sort by relevance", "Any type", and "Create alert". The bottom section shows "Related searches" for "scamper technique" and "scamper problem solving".

Google Scholar scamper

Articles About 25,300 results (0.02 sec)

[HTML] The SCAMPER technique [HTML] springer.com
O Serrat, O Serrat - Knowledge solutions: tools, methods, and approaches ... 2017 - Springer
... The **SCAMPER** brainstorming technique uses a set of directed questions to resolve a problem (or meet an opportunity). It can also turn a tired idea into something new and
☆ Save Cite Cited by 155 Related articles All 10 versions

[BOOK] Scamper on: Games for imagination development
B Eberle - 1996 - books.google.com
SCAMPER serves as the initial letter of word phrases that form an idea-spurring checklist. This checklist is the foundation of both **Scamper** and **Scamper On** ... a game called **Scamper On** ...
☆ Save Cite Cited by 584 Related articles All 4 versions

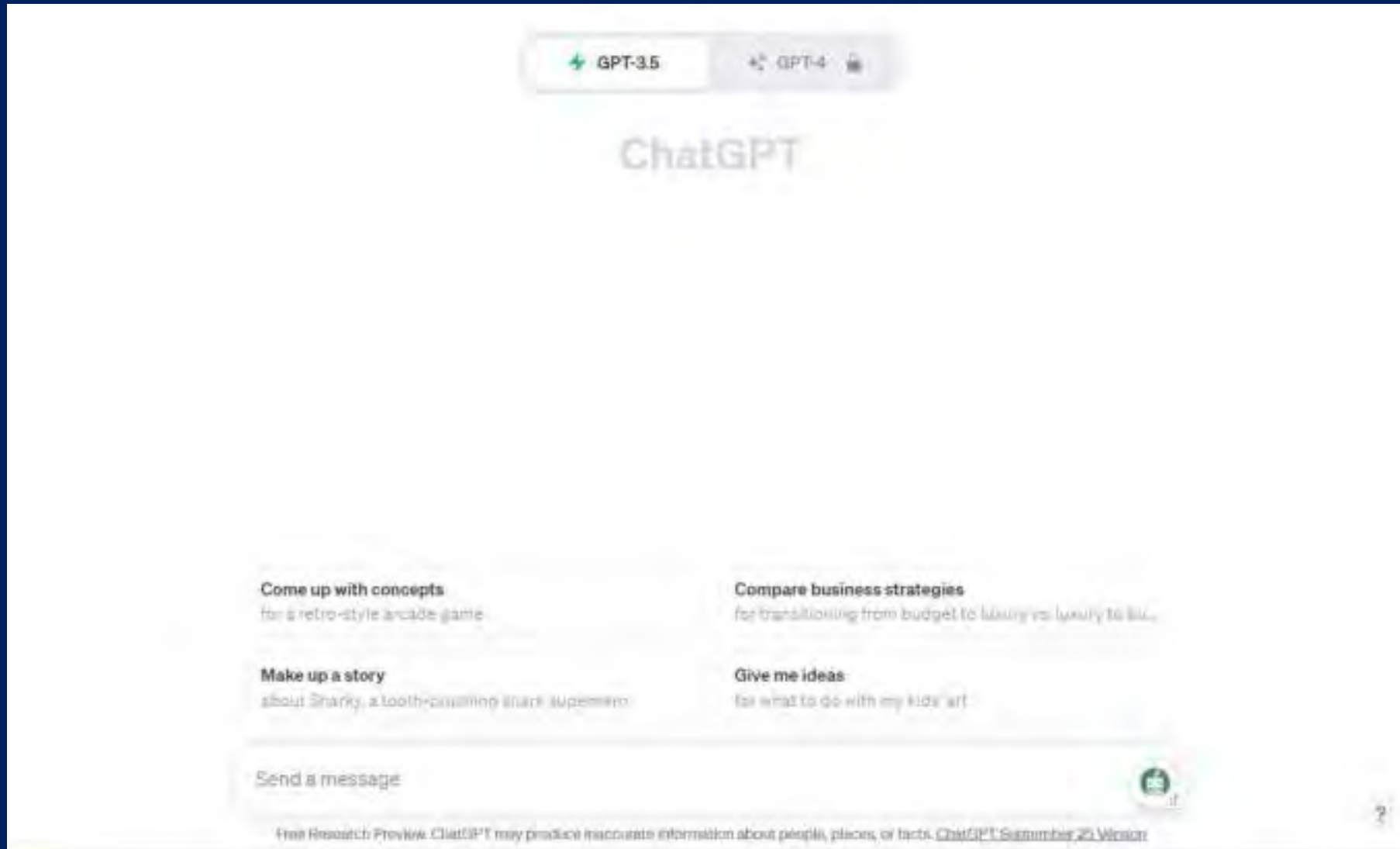
Developing imagination through scamper.
RF Eberle - Journal of Creative Behavior, 1972 - ERIC
Checklists—any form of questions or suggestions that stimulate ideation—have been found to be invaluable in the formation of creative ideas. Thus, the **Scamper** technique draws quite
☆ Save Cite Cited by 99 Related articles All 3 versions

The effectiveness of SCAMPER technique on creative thinking skills [PDF] dergipark.org.tr
M Ozyaprak - Journal for the Education of Gifted young scientists, 2016 - dergipark.org.tr
... The findings of the study reveal that **SCAMPER** training significantly increased TCT-
SCAMPER technique, since there is limited study about it. It is aimed to explore whether **SCAMPER** ...
☆ Save Cite Cited by 59 Related articles All 6 versions

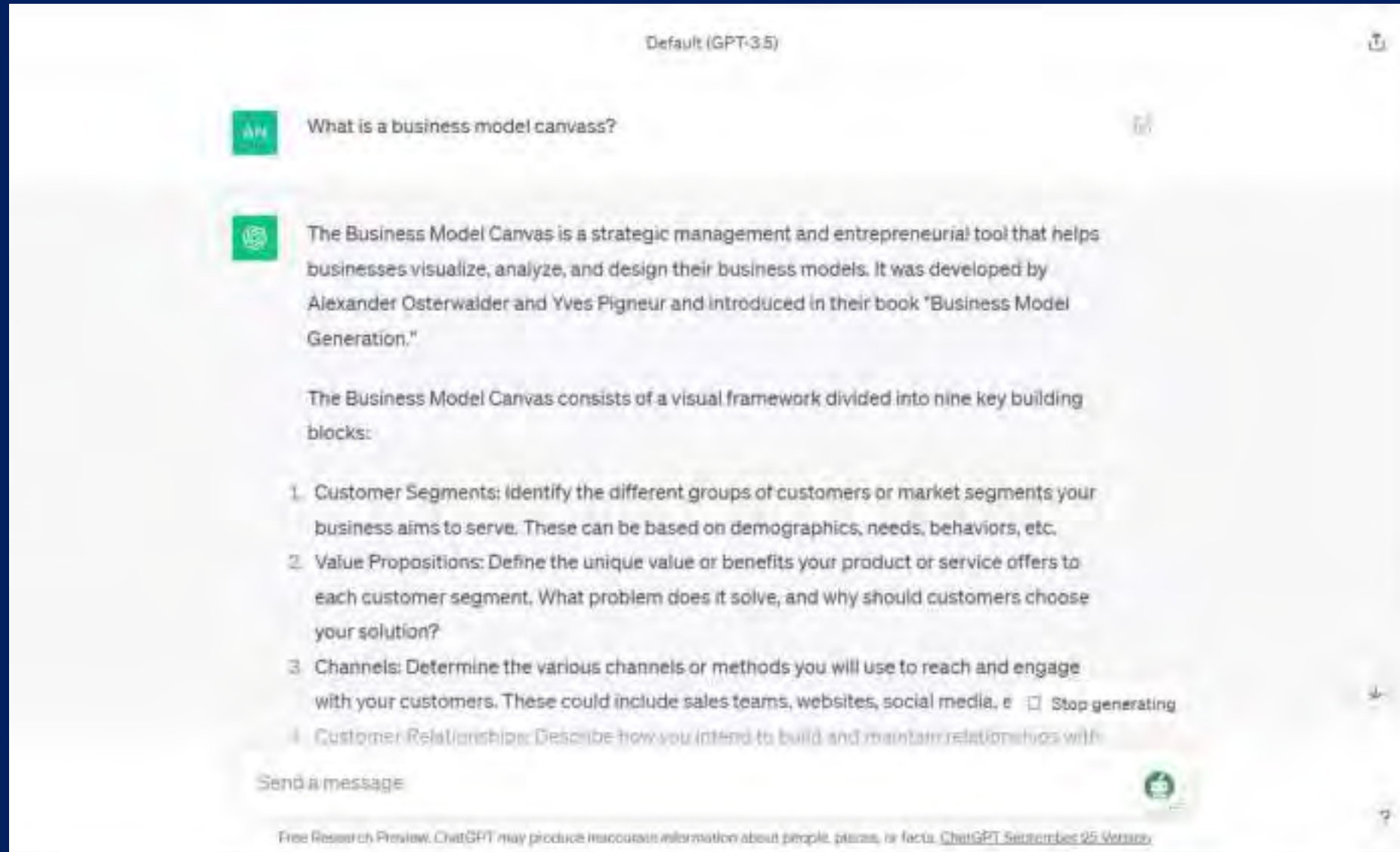
Related searches
scamper technique scamper problem solving



AI



AI



Default (GPT-3.5)

What is a business model canvass?

The Business Model Canvas is a strategic management and entrepreneurial tool that helps businesses visualize, analyze, and design their business models. It was developed by Alexander Osterwalder and Yves Pigneur and introduced in their book "Business Model Generation."

The Business Model Canvas consists of a visual framework divided into nine key building blocks:

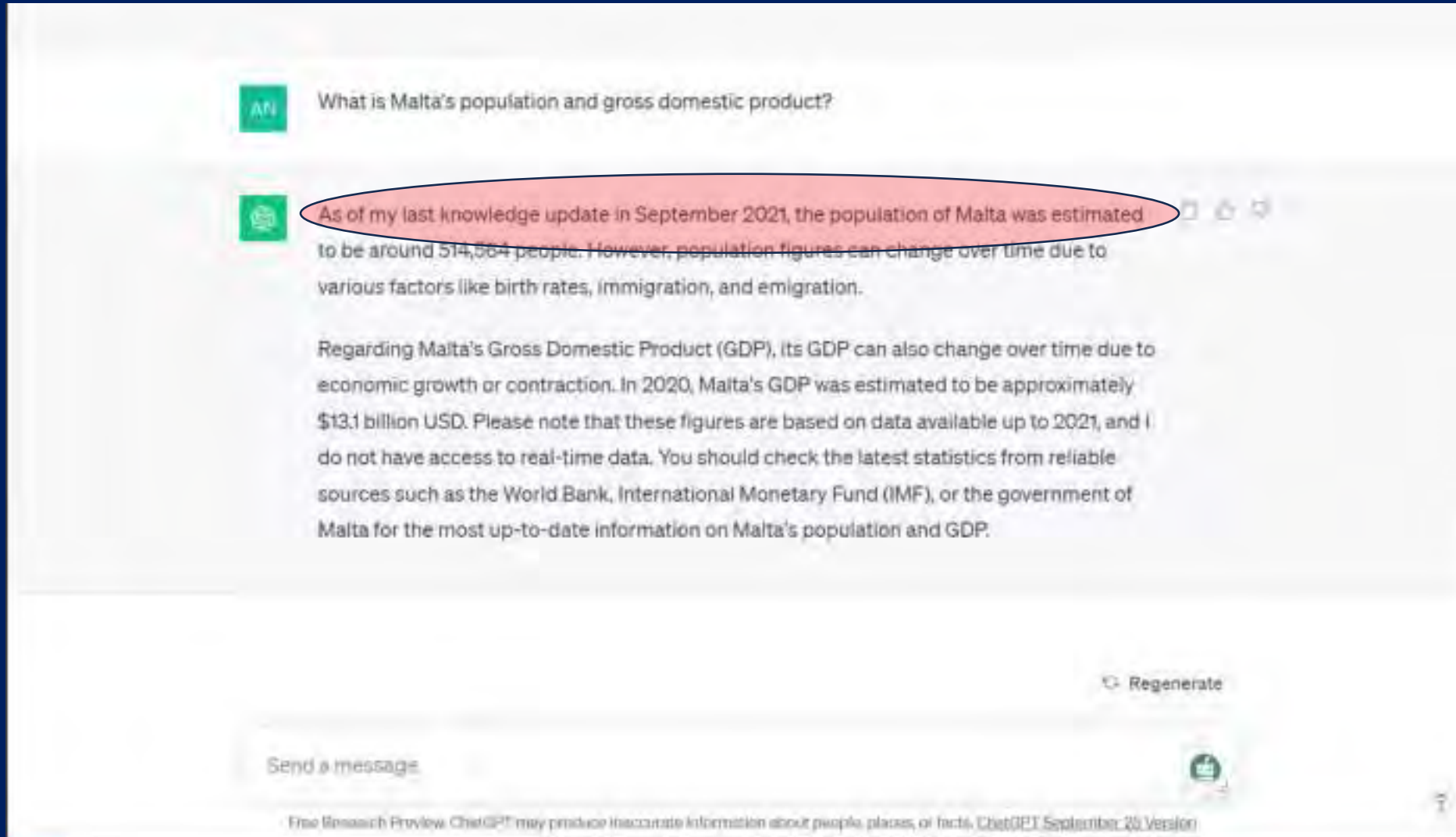
1. Customer Segments: Identify the different groups of customers or market segments your business aims to serve. These can be based on demographics, needs, behaviors, etc.
2. Value Propositions: Define the unique value or benefits your product or service offers to each customer segment. What problem does it solve, and why should customers choose your solution?
3. Channels: Determine the various channels or methods you will use to reach and engage with your customers. These could include sales teams, websites, social media, etc.
4. Customer Relationships: Describe how you intend to build and maintain relationships with

Send a message

Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT Sees 95% Growth](#)



AI




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-minimum	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 clichés 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 domain; 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 clichés. 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 assignment question. May be too vague or obvious to be developed effectively. Student may misunderstand sources.	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
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.



Submission Order

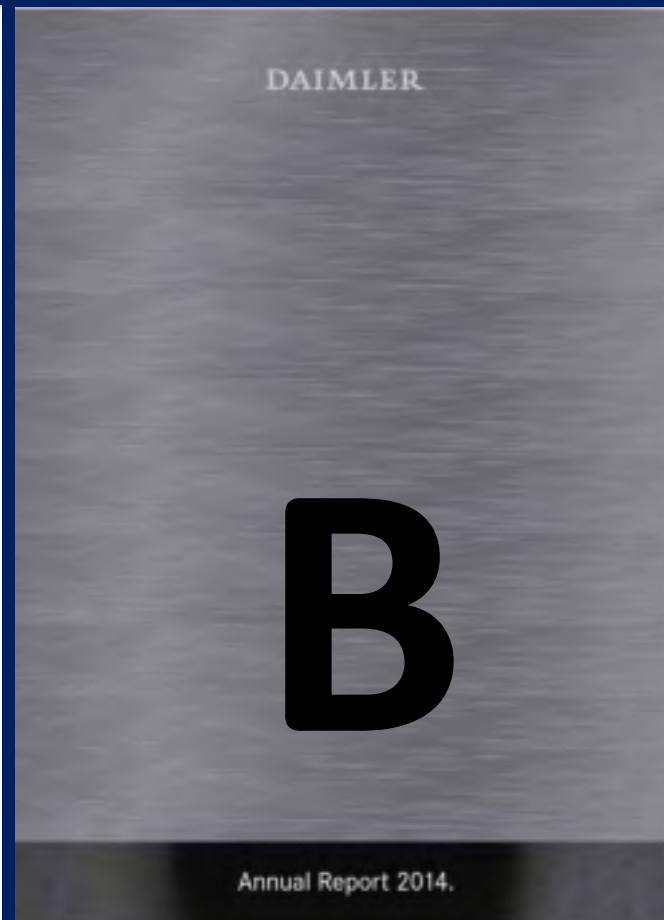
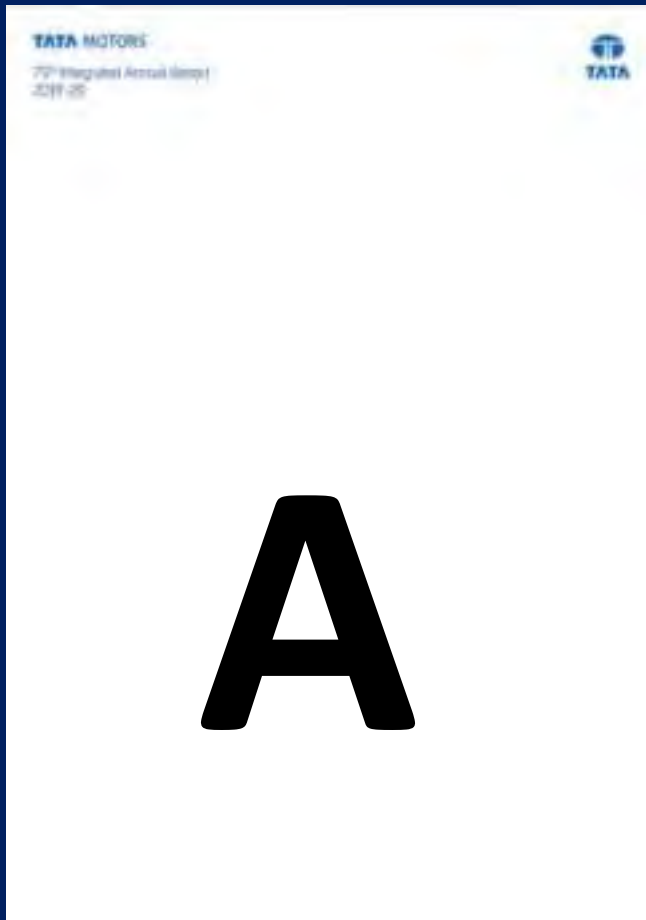
- Assignment Submission Form – indicate question you are answering
- Cover Page
- Contents Page
- Answer
 - Times New Roman
 - Size 12
 - 1.5 line spacing
 - Justified
- References



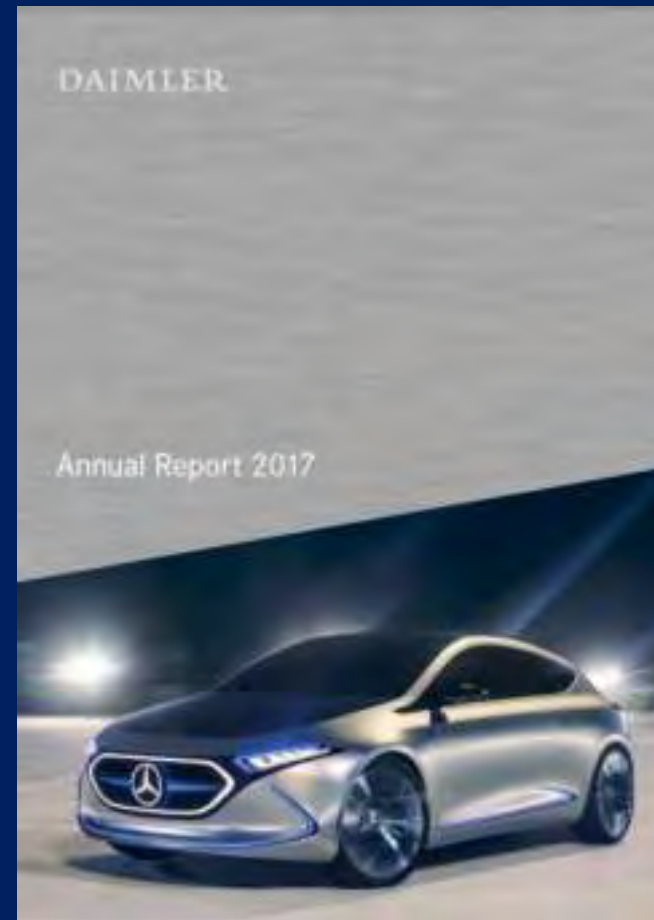
Choose a free car



From the cover page of the Annual Report



The Annual Report of a reputable car manufacturer

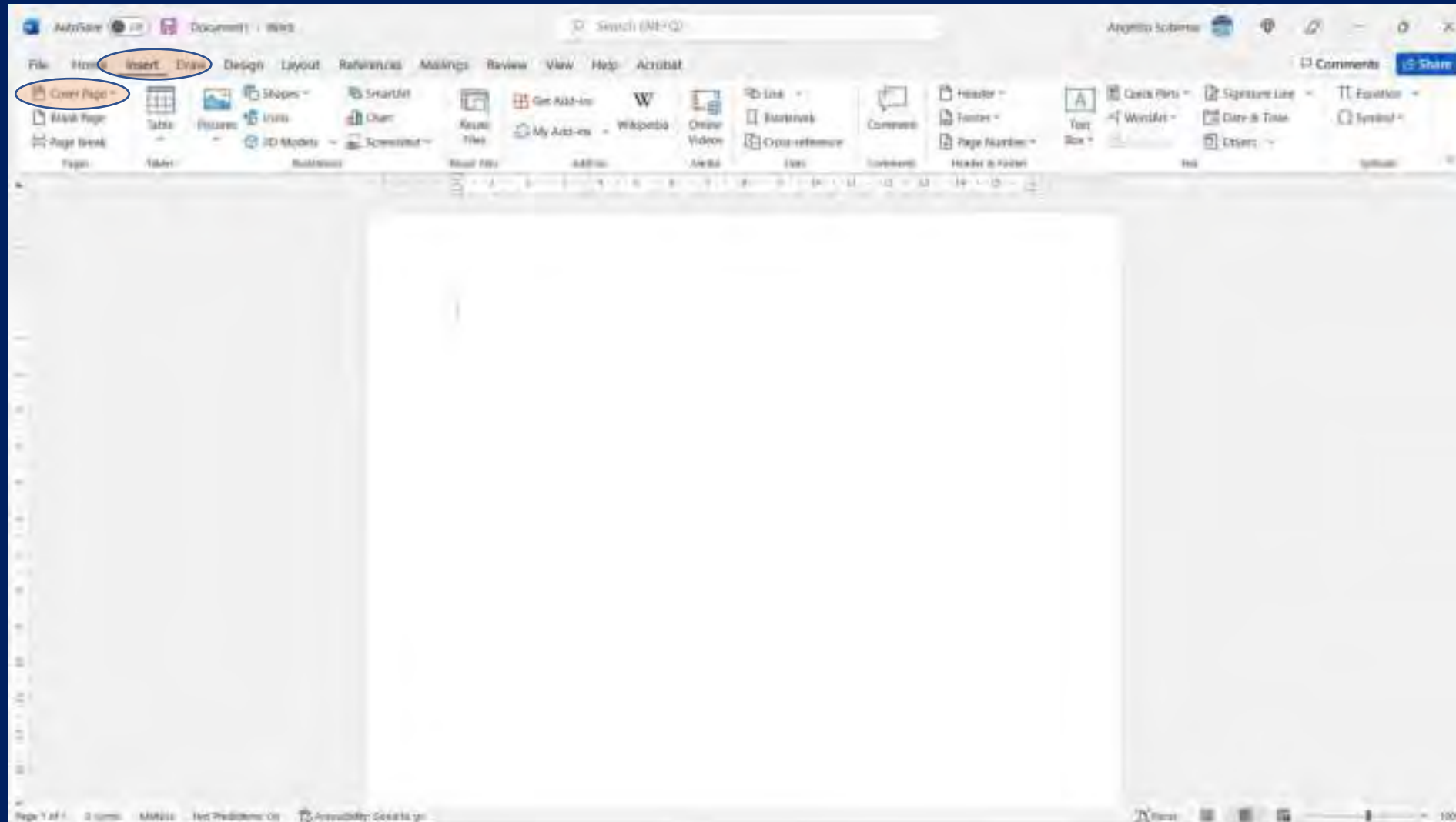


Your Assignments

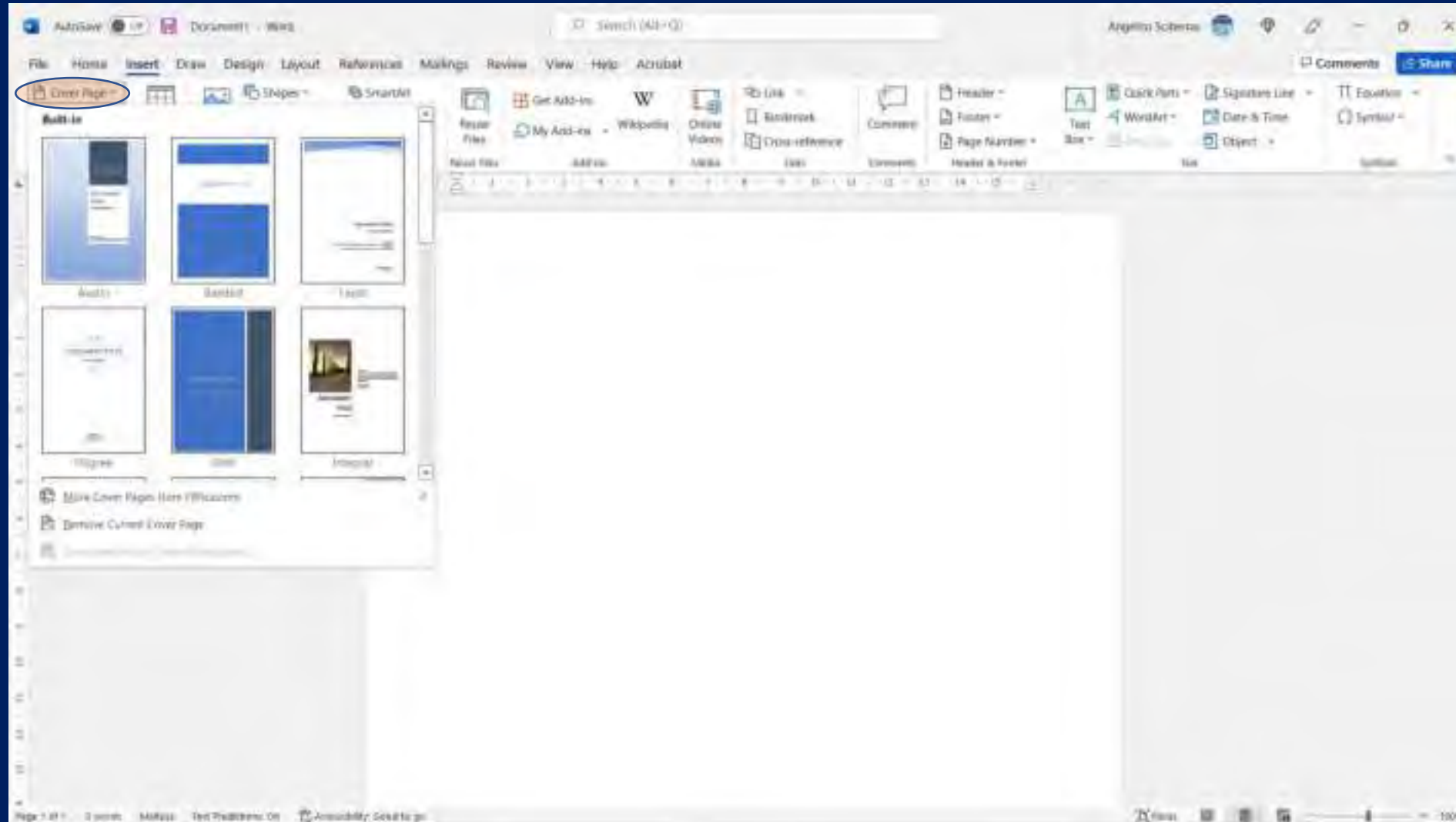
The function of a title or cover page is that it allows the reader to identify your work at a glance, but it can also help your assignments to look neater and more professionally put-together.



Cover Page



Cover Page



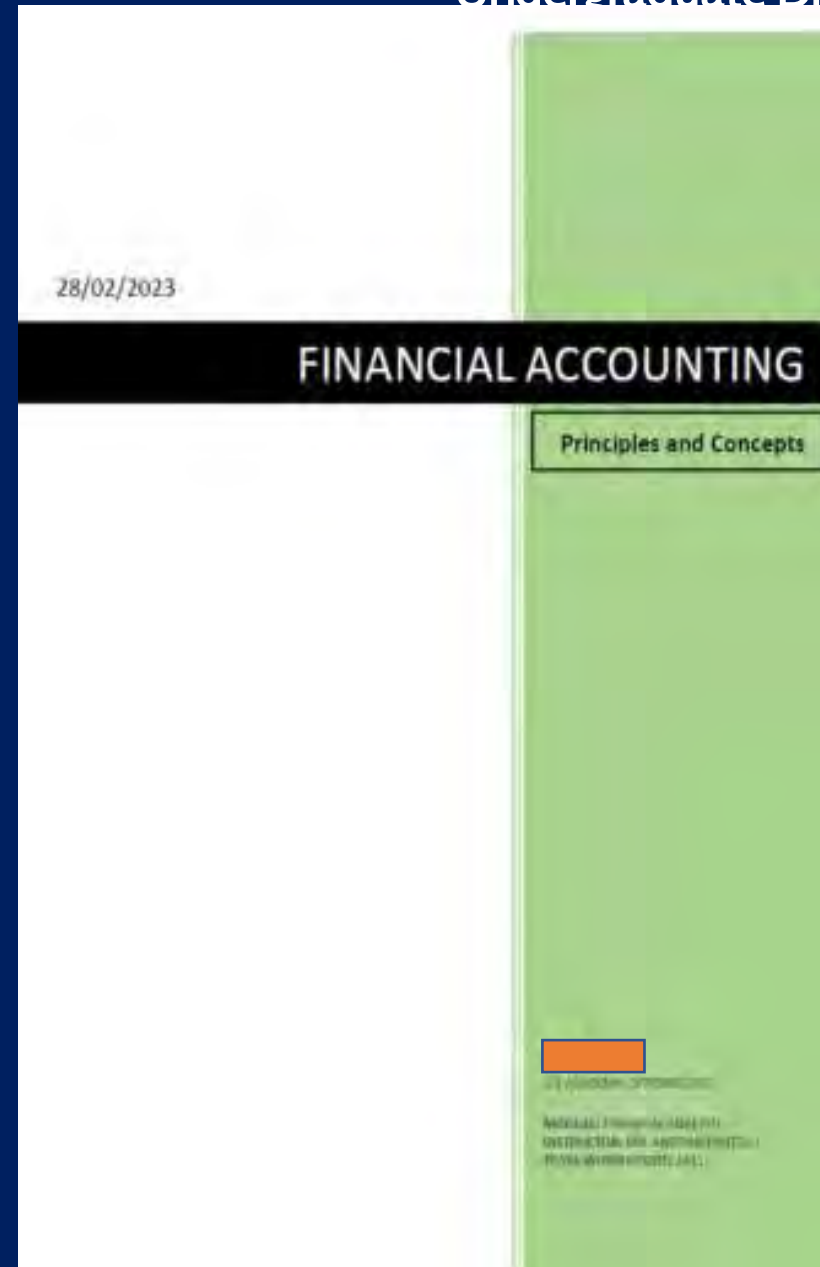
Cover Page

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



Cover Page

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



Referencing System

Citations

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



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 (Hil 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 (Spur 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). Carodus (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 & Smith 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 (Hil 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 (Spur n d.). Points made should be supported with quotes, statistics or records from the text (Carodus 2002), which according to copyright law must all be referenced (Commonwealth Amendment (Moral Rights) Act 2000; Dawson 2013, p. 106). 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 (Carodus 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).

Page 2

References

Carodus, G 2002, 'How to write a great history essay', *The Age*, 21 March 2002, viewed 16 July 2014
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Dawson, C 2013, *Basic study skills: a practical guide to learning for all students*, Constable & Robinson, PinQueel Ebook Central

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Levin, P 2004, *Write great essays: reading and essay writing for undergraduates and taught postgraduates*, Open University Press, Maidenhead, UK

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Summers, J & Smith, B 2010, 'Essay writing' in *Communication skills handbook*, 3rd edn, John Wiley & Sons Australia, Milton, Qld

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<<http://alexis.lbguides.com/content.php?pid=421635&cid=3446787>>

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<<http://alexis.lbguides.com/content.php?pid=272877&cid=2256239>>

TAFE SA 2014b, *Essay writing study guide*, TAFE SA, Adelaide

End-text citations in a reference list

In-text citations





Referencing System

The screenshot shows a web browser window with the address bar containing 'cite-this-for-me.com', which is circled in blue. The page header includes the site name 'Cite This For Me' and navigation links for 'Citations' and 'Papers'. Below the header, there are several advertisements for Shutterstock, including one for 'Dive into video that rises above' and another for 'Get 5 fresh hot videos in 4K & HD monthly'. A large green banner on the right side of the page reads 'Plagiarism can hide in plain sight'. The main content area is titled 'Create Harvard, APA & MLA citations' and features two buttons: 'Create citations' and 'Check your paper'. At the bottom of the page, there is another Shutterstock advertisement for 'Dive into video that rises above'.

Referencing System

citethisforme.com



Cover Page

Appearance	Creative and attractive cover, clear organization, readable and neat, title page, table of contents.
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Font

Times New Roman

Font Size

Text - 12pt

Titles - 14pt

Line Spacing

1.5

Justified

Page Numbering



Table of Contents

Appearance

Creative and attractive cover, clear organization, readable and neat, title page, table of contents.

The Maltese Legal System

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Constitutionally abiding laws	2
Legislative Process	4
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Second Reading	6
Committee Stage	6
Report Stage	6
Third Reading	6

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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. Heading

1.1 Sub Heading

1.1.1 Sub Sub Heading



Assignment

- *Maximum score* *100*
- *Weighted* *55*



Undergraduate Diploma in Business Administration
Undergraduate Diploma in Digital Marketing



Reflective Notes

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



Reflective Notes

“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.



Reflective Notes

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



Reflective Notes

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



Presentation

- *Maximum score* *50*
- *Weighted* *10*



Undergraduate Diploma in Business Administration
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Next Session

Make sure that you get your lap-tops with you and that they have office installed



Introduction Session 03

Lecture Title: Undergraduate Diploma

Lecturer: Mr Angelito Sciberras

Date: 5 April 2024

