Introduction Session 03

Lecture Title: Undergraduate Diploma

Lecturer: Mr Angelito Sciberras Date: 3 July 2024



Monday 1 July 2024

Wednesday 3 July 2024

Thursday 4 July 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



Undergraduate Diploma in Business Administration

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60 ECTS

Total Contact Hours ¹ 306 (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)	Supervised Placement and Practice Hours 18 (During these hours the learner is supervised, coached, or mentered. Tutorial hours may be included here)	
Self-Study Hours 836	Assessment Hours 310	
(Estimated workload of research and study)	(Examinations/ presentations/ group work/ projects, etc.)	

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

1,500 hours

Undergraduate Diploma in Digital Marketing

60 ECTS

Total Contact Hours ¹ (Contact Hours are hours inv- In learning new content unde Direction of a tator/lecturer (lectures, participation in onlin forums, video-lectures)	r the	Supervised Placement and Practice Hours 18 (During these hours the learner is supervised, coached, or mentored. Tutorial hours may be included here)		1,500 hours
Self-Study Hours (Estimated workload of resca and study)	836 rch	Assessment Hours 310 (Examinations/ presentations/ group work/ projects, etc.)		

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

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Undergraduate Diploma in Business Administration

Modules & Time Table

Monday sessions:

09:30 to 12:30hrs

Wednesday sessions:

Saturday sessions:

17:30hrs to 20:30hrs

09:00hrs to 17:00hrs



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Undergraduate Diploma in Digital Marketing

Modules & Time Table

Tuesday sessions:

17:30hrs to 20:30hrs

Thursday sessions:

Saturday sessions:

09:30 to 12:30hrs

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: Session 02: Session 03: Session 04: Session 05: Session 06: Session 07: Session 08: Session 09: Session 10: Session 11:

Saturday Wednesday Saturday Wednesday Saturday Wednesday Saturday Wednesday Saturday Wednesday Saturday

8 hours -3 hours 8 hours 3 hours 8 hours 3 hours 8 hours 3 hours 3 hours 3 hours

Self-Assessment Sitting 1

Face to Face Hours - 41 hours

3 hours - Self-Assessment Sitting 2

Supervised Hours (about assessment methods)

Presentations

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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







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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



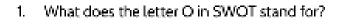
Self Assessment

- 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.

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

Undergraduate Diploma in Business Administration Undergraduate Diploma in Digital Marketing



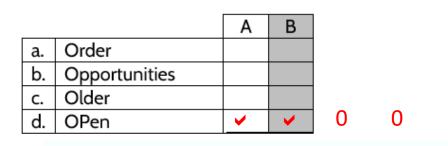
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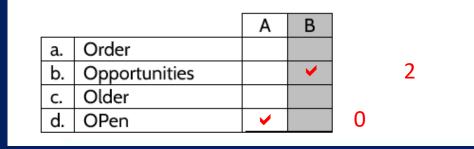
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Self Assessment

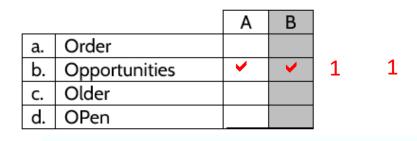
1. What does the letter O in SWOT stand for?



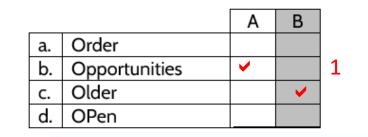
1. What does the letter O in SWOT stand for?



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



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



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Self Assessment

- Maximum score 40
- Weighted 15



Assignment

• Student's understanding of the subject

• Presentation

- Uniqueness (no plagiarism)
- Appropriate citations



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Student's understanding of the subject

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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

Mentify 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 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 infromation 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



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Assignment Questions

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



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Assignment Questions

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



Assignment Questions

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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.

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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.

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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.



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



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Assignment Guidelines

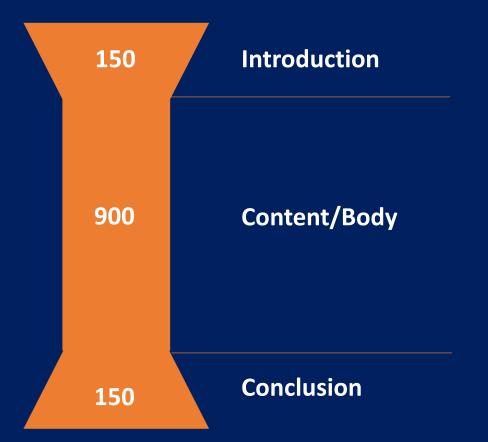
- Provide a standardised format for all assignments.
- Consistent structure not only enhances the professionalism of the work but also facilitates a smoother grading process.
- Adhering to these guidelines ensures clarity, readability, and uniformity across all submissions.

Download from Course Resource Centre: Assignment Guidelines



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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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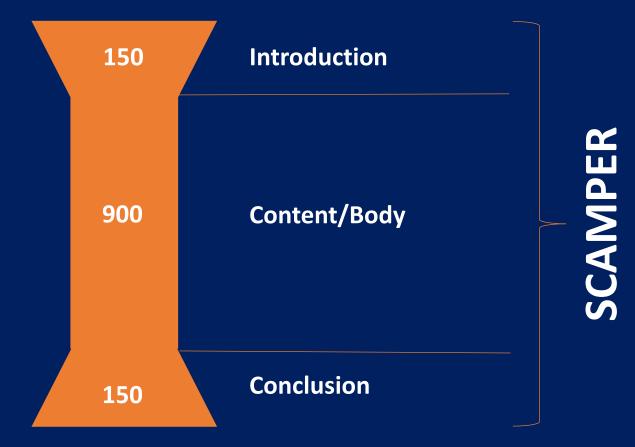
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Assignment Plan



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Assignment Plan



What is SCAMPER and use

Product and its use Apply SCAMPER

Benefits of the new product

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



Resource Centre

HOME	21 ACADEMY DATA PRO	TECTION DEBT RECOVERY	EMPLOYMENT SERVICES	NEWS/EVENTS CONTACT Q	
Lecture	Date	Time	Presentation	Notes (If Any)	
Locture 01	15 October 2022	09:00 to 17:00brs.	Presentation 01	Who Moved My Cheese	
Lecture 02	19 October 2022	17:50 to 20:30hrs	Presentation 02	DCAMPER Explained	
Lecture 03	22 October 2022	08:00 to 17:00h/s	Presentation 03	Business Model Carività Explained Business Model Carività	
Liscture 04	26 October 2022	17:30 to 20:30hm	Presentation 04	SWOT Analysis	
Lecture 05	29 October 2022	08:00 to 17:00hrs	Presentation 05	PESTEL Analysia	
Lecture 06	02 November 2022	17:50 to 20:30his.	Presentation 06		
Lecture 07	05 November 2022	09:00 to 17:00 tas	Presentation 07	Management & Business Plan	
Lecture 08	09 November2022	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			
Locture 11	19 November2022	09:00 to 12:00tvs			



Resource Centre

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upplementar	y Reading List					
	(2007) Entrepren	eurship and small busines	s. NY: Palgrave Macmi	llan		

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Lecture Notes/Slides

Creating a Business

Lecture Title: Opportunities Part 1

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

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Books - suggested reading lists

Essentials of Entrepreneurship and Small Business Management

EIGHTH EDITION



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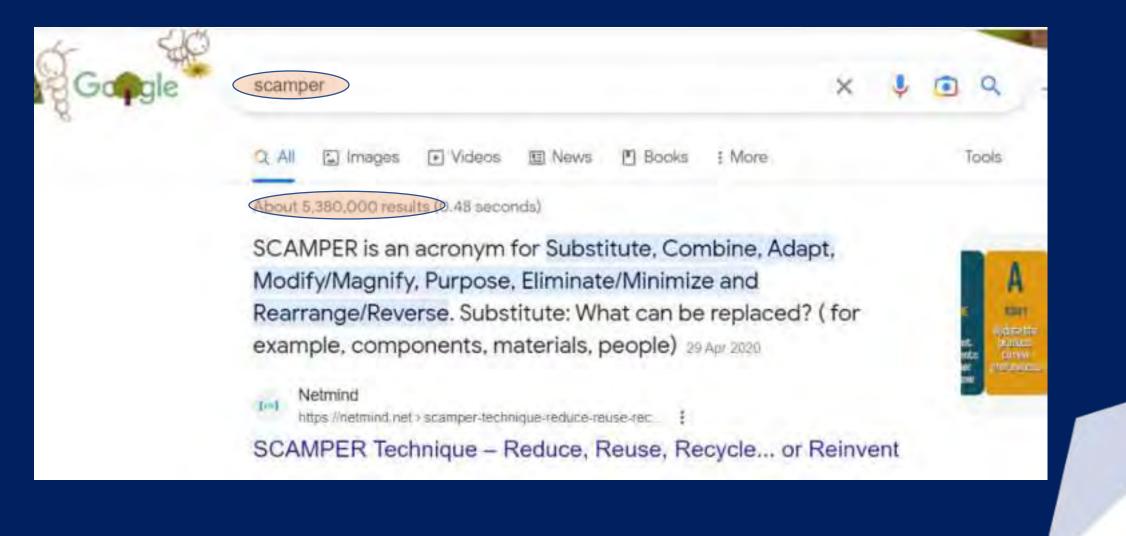
Online

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



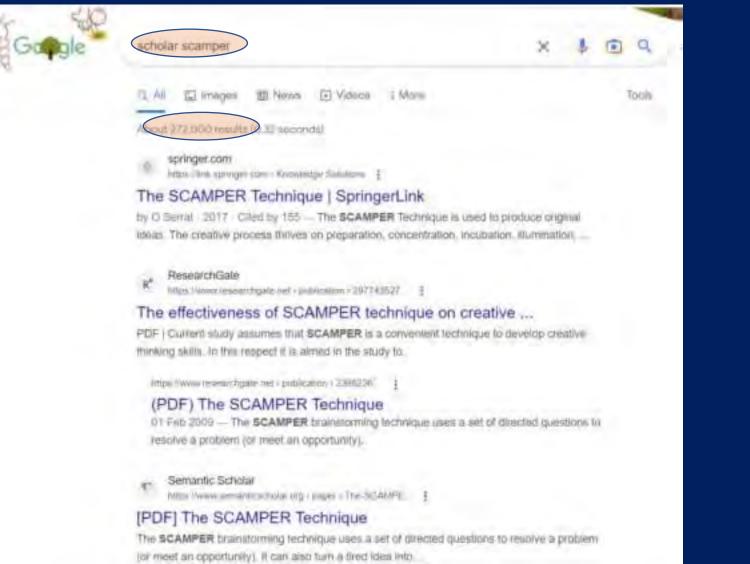
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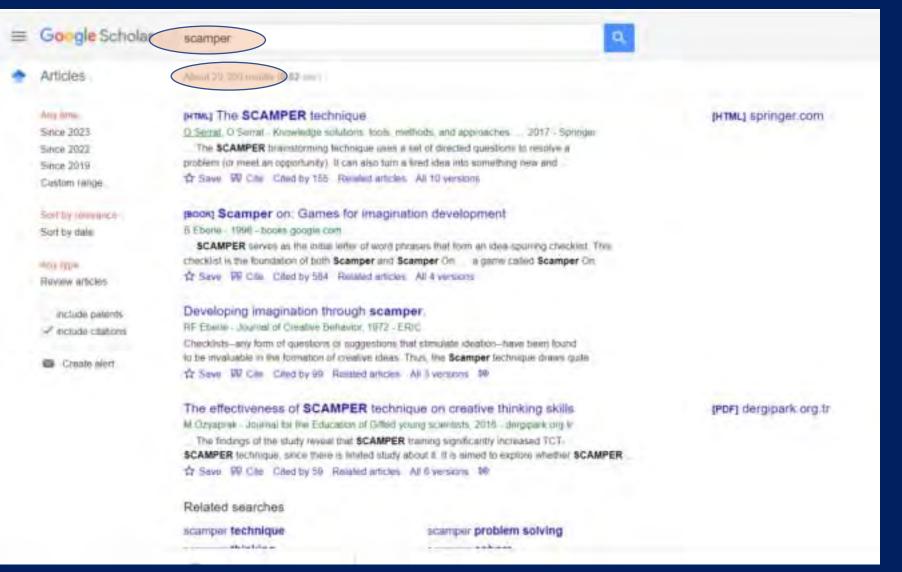
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Make up a story

Give me ideas

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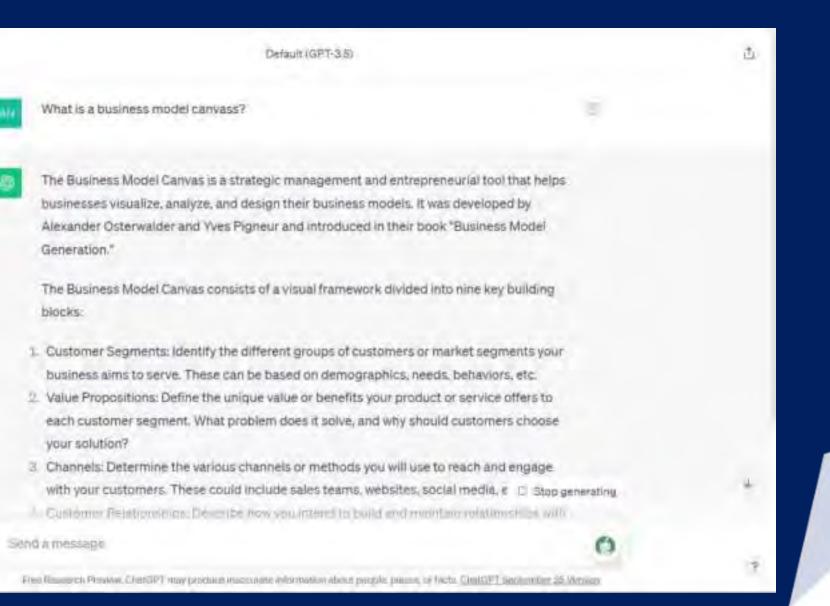
Compare business strategies

Send a message

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What is Malta's population and gross domestic product?

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As of my last knowledge update in September 2021, the population of Malta was estimated to be around 514,564 people. However, population figures can change over time due to various factors like birth rates, immigration, and emigration.

Regarding Malta's Gross Domestic Product (GDP), its GDP can also change over time due to economic growth or contraction. In 2020, Malta's GDP was estimated to be approximately \$13.1 billion USD. Please note that these figures are based on data available up to 2021, and I do not have access to real-time data. You should check the latest statistics from reliable sources such as the World Bank, International Monetary Fund (IMF), or the government of Malta for the most up-to-date information on Malta's population and GDP.

S Regenerate

535,000

\$17.8 billion

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Send a message

Free Research Proving ChaldPT (supprision introduce intermedies about people, places, or large ChaldPT Separate 20 Vendor

The Rubric

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apenante.	Dreative and attractive cover, clear organization, readable and usat, title stage, table of contents	Contains title page, table of contants	Roothy organized and difficult to read, facking insurness	No argenization, missing algorificant orbitra.	Absent structure and organization.
	Lains evidence appropriately and effectively, providing sufficient evidence and explanation to convertee.	Segure to other research to support the points, partness using varied lands of exclusive. Regim to interpret the exclusive and explain connections between exclusive and main cleas. Its exemptes been come relevance	Often uses generalizations to support to points. May one examples, but they may be obvious or not relevant. Often depends to unsupported opinion in personal experience, or example that evolution operation for itself and media no application to the point being discussed. Other has lapses in legit.	Desynda on cliches or seengenerwitzstions for August, or offers (Itile evidence of any kind. May be getacted patratics cather than ecosy or summary rather than analysis	lutes meterant details or lacks susporting multimer councly. May be andphy brief.
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anland	e clearly communicated, worth neveloping: limited enough to be managoable. Assignment recignizes some complexity of this subsect may acknowledge its contradictions, qualifications, or limits and fullow patitications, or limits and fullow patitications.	A suiltà assignment, sesponding assocopriately to the swestion. Cleanly states a central idea, but may have minor lapses in developments. Begins to achievaladje the complexity of control idea and the populatity of other points of view. Shows careful mading of userves, four may not evaluate them contacily. Attenues to define forms, not always successfully.	Adequate but unpales and into effective, possibly insponising less well to anignment calestion. Presents cantral lides in general terms, often depending on platmadis or ploties. Lowally does not schedwindge other views. Shaws basis comprehension of sources, perhase with lighter 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 autgoment question. May be too vague to obvious to be developed affectively finder the may the developed affectively.	Does not respond to the assignment prestron, lecks a santral idea, and met neglect to use sources where receasar

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The Rubric

Assignments F	tubric				21
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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



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From the cover page of the Annual Report



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Undergraduate Diploma in Business Administration Undergraduate Diploma in Digital Marketing The Annual Report of a reputable car manufacturer



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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.



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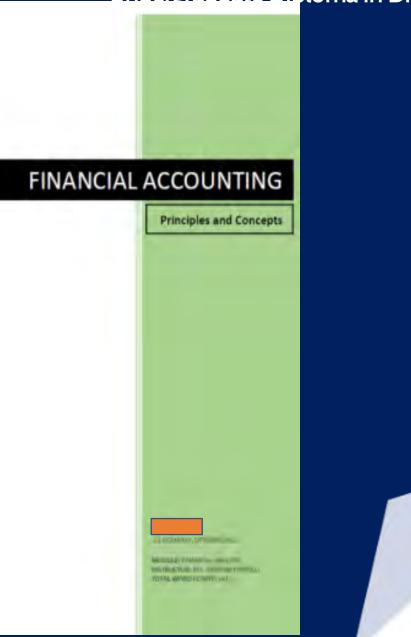
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Cover Page

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28/02/2023

Referencing System

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

In text

The Essay

After determining an existy's tripsc, a student will renet to analyse the topic, find information, invaluate thesis missionces and present the elformation in resisty formal (TAFE SA 2014a). Requirements for essays can vary but will generally include an introduction, body, conclusion and interescented (TAFE SA 2013). The completed essay will then provide evidence to the assessor of the student's revealch and learning (Hill Campbell 2014).

The first step is to carefully analysis this topic in order to fully understand what is and in too required from the exway (Squue n of). Usually a logic will be designed to give students an opportunity to develop an argument and the exway shuad generatly agree or disagree with the central ofes (Dawson 2013). Carepolus (2002) streams to ensure interaction and interaction and ensure shuad generative agree minutescent and the question and ensure shuad generative agree or disagree with the question, the whole question and noticing but the question'

Next, vericoarces on the topic should be galaxied from a vaceity of nources such as vertailes, books, newspapers or poweral articles (Summers & Smith 2010). Lecture rides should only be referred to with the agreement of the tecture (TAFE SA 2014b) and need only be given an in-first citation as these are considered a personal communication (TAFE SA 2013). A quick evaluation of each resource should be undertaken to estatewish that the information is up to duits, relevant, and from a reputable author (Darisen 2013). The student should guestion and why the author might have guidened up by adversals and commonly inclusion and why the author might have guidened this write (He Campbell 2014).

After making there remark the student can form an educated opriven and begin to plan the flow of their emark (Jackson et al. 2000). The essay blook be typed and includin any specified formating such as page names ing, appropriate headers, toolers, and a cover sheet (Splan in d.). Points made should be subported with goates, statutos in recipits from the time (Carmites 2002), which according to copyright ten must all be referenced (Continue-wealth Amendment (Monal Rights) Act 2000, Drawson 2013, p. 106). At TAFE 5.4 the Hackard system of referencing is impliced (TAFE 5A 2014b).

The introduction should comprese about 10% of the misary's word coard (CAFE SA 2014a) to establish an everall point and provide any background elementeri.

The body of the essay we contain several paragraph, each paragraph decicated to an argument or fact, and each subsequent patagraph building support for the point of very being suggested (Levin 2004). This section should take about 50% of the word count (TAFE SA 2013).

The visible strends and with a dealt and time so obtained. (Davises 2013) that summ up the argument and maintees the point of view respire and withe introduction (TAPE SA 2014a)

On completion of the dust essay, a student should provine their work for spelling and grammar (Jackson et al. 2000) and re-read the topic to double choice that the maay has not strayed from the plants being assessed (Carrodon 2002).

An appropriately formulated and well-researched ensary service rich only as a losi for inaming assessment, but develops ability to build an educated argument in a strong form of communication essential in many cancers (Summers & Smith 2010).

References

Page 1

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End-text citations

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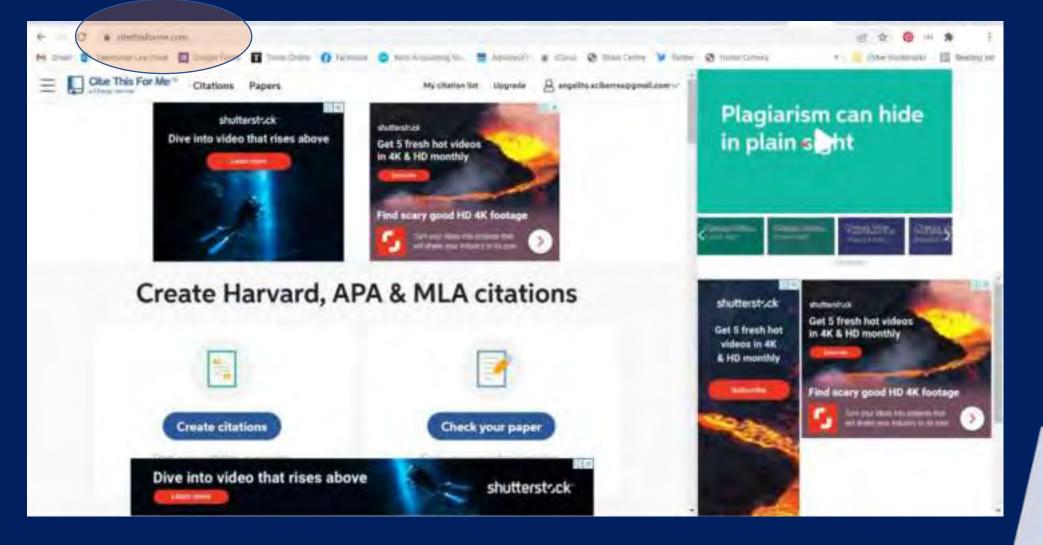
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Cover Page

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

Undergraduate Diploma in Business Administration Undergraduate Diploma in Digital Marketing

Font

Times New Roman

Font Size Text - 12pt Titles - 14pt Line Spacing 1.5

Justified

Page Numbering



Table of Contents

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Appearance Creative and attractive cover, clear 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

Heading

 1.1 Sub Heading

 1.1.1 Sub Sub Heading



Assignment

- Maximum score 100
- Weighted 55







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Reflective Notes

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



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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

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Reflective Notes

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



Presentation

- Maximum score 50
- Weighted 10







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Next Session

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Introduction Session 03

Lecture Title: Undergraduate Diploma

Lecturer: Mr Angelito Sciberras Date: 3 July 2024

