

# Introduction Session 01

Lecture Title: Welcome to 21 Academy

Lecturer: Mr Angelito Sciberras

Date: 30 September 2024





***Connect to the wifi***

***21 Academy***

***Pass:3ducat10n***



Undergraduate Diploma in Business Administration  
Undergraduate Diploma in Digital Marketing



**Tabaco Free Premises**



Monday 30 September 2024

Introductions  
The Academy

Tuesday 1 October 2024

Staying in Malta

Thursday 3 October 2024

The Study Programme  
Assignments  
Presentations  
Reflective Diary

Friday 4 October 2024

Using Power Point



# WhatsApp Group



- *Academy can organise a group which you will be added to for the duration of the study programme*
- *Used for urgent communication by the Academy*
- *Can be used for participants to discuss and ask questions to each other or with the Academy*
- *Others in the group will have access to your mobile number*
- *Do you want to be part of this group? - Fill in the form*
- *DO NOT share personal data in the group*





THE  
ICEBREAKER

1. Which course are you in?
2. Where are you living in Malta?
3. Which city are you from?
4. Education/Work experience
5. Which is your favourite dish?
6. Which is your favourite sport?
7. Favourite pastime (hobby)?



# Undergraduate Diploma in Business Administration

## Undergraduate Diploma in Digital Marketing

1. Naxxar

2. San Gwann

3. MBA/Head of Academy

4. Fried Rabbit

5. Formula 1 & Football

6. Travelling

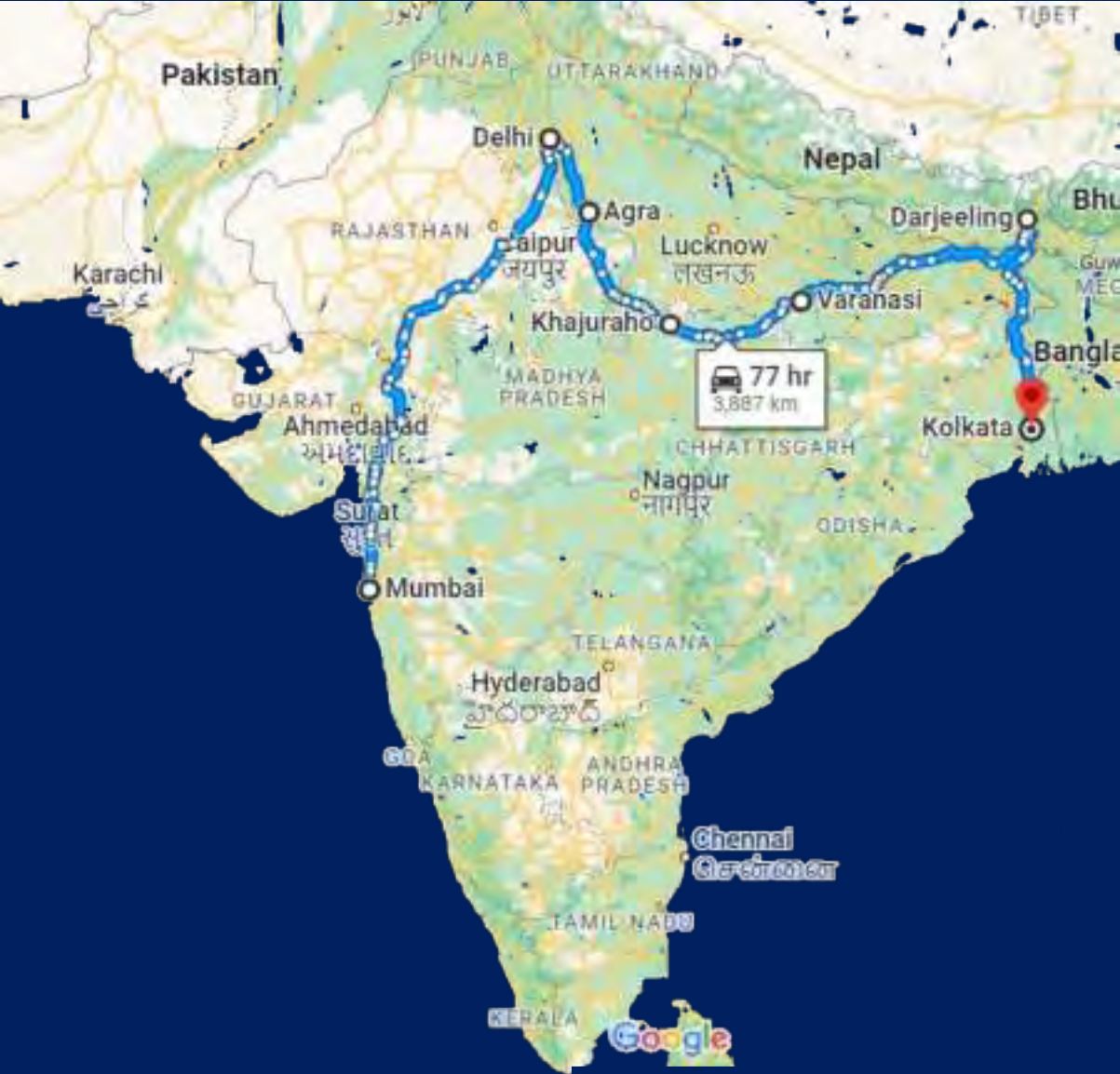




Undergraduate Diploma in Business Administration  
Undergraduate Diploma in Digital Marketing



Undergraduate Diploma in Business Administration  
Undergraduate Diploma in Digital Marketing



Undergraduate Diploma in Business Administration  
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15:00

Start Stop Reset mins: 15 secs: 0 type: None

[Breaktime for PowerPoint by Fibre Simulation \(1\)](#) Pin controls when stopped

A digital timer interface with a large display showing '15:00'. Below the display are control buttons for 'Start', 'Stop', and 'Reset', followed by input fields for 'mins: 15' and 'secs: 0', and a dropdown menu for 'type: None'. At the bottom, there is a small red icon, a link to 'Breaktime for PowerPoint by Fibre Simulation (1)', and a checked checkbox for 'Pin controls when stopped'.

# Angelito Sciberras

- *Worked in the Health Care, Journalism, Marketing, Sports, and Administration fields.*
- *Vast experience in Human Resources, Customer Care and Event Management.*
- *Developed and delivered training programmes for employees in the IT field and in Data Privacy particularly GDPR.*
- *Director at Advisory 21.*
- *Advises on data privacy and lectures at the University of Malta on the subject.*
- *Acts as an external Data Protection Officer to a number of Public Authorities and private organisations.*
- *August 2021, appointed as a member of the Maltese Electoral Commission.*
- *Co-authored the book GDPR for HR Professionals which was published in May 2018.*
- *Master in Business Administration from the University of Suffolk.*



Undergraduate Diploma in Business Administration  
Undergraduate Diploma in Digital Marketing

# Ingrid Eomois

Director of Studies



Undergraduate Diploma in Business Administration  
Undergraduate Diploma in Digital Marketing

# Sharon Benny

International Desk Administrator



Undergraduate Diploma in Business Administration  
Undergraduate Diploma in Digital Marketing

# Alexia Gatt

Administrative Assistant



Undergraduate Diploma in Business Administration  
Undergraduate Diploma in Digital Marketing

# Pierre Sciberras

Administration & Finance





# 21 Academy

“

*Empowering  
Students with  
Cutting-Edge  
Skills*

”



# 21 Academy

- Founded: 2018
- Licence No.: 2018-017
- Ownership: Advisory 21 Ltd.
- Company No.: C81866
- Head of Academy: Mr. Angelito Sciberras
- Website: [www.21academy.education](http://www.21academy.education)



# Advisory 21 Ltd



# Advisory 21 Ltd

“

*Our business  
is your future*

”



# Advisory 21 Ltd



Data Protection & Data Privacy

Management of Funded Projects

Debt Collection



# 21 Academy



**DIPLOMA IN LAW (MALTA)**

Embark Your Career  
MQF Level 5  
MQF Accredited  
Delivered in 18 months  
Evening Sessions

[www.21academy.edu.mt](http://www.21academy.edu.mt)

**The Impact of Cannabis use liberalisation on the workplace**

Webinar  
2 March 2021

[www.21academy.edu.mt](http://www.21academy.edu.mt)

**Course**

**Data Protection Officer**

Online Sessions

Data Protection Officer/Lead

[www.21academy.edu.mt](http://www.21academy.edu.mt) ☎ 3098 5486

**FREE WEBINAR**

Our Next Free Webinar will be announced soon.

Date & Time to be announced soon

[www.21academy.edu.mt](http://www.21academy.edu.mt)



# 21 Academy



# 21 Academy





# 21 Academy



# 21 Academy

- All Courses delivered by the Academy to date have been designed by the Academy and accredited by the Malta Further and Higher Education Authority.
- The Academy has been licensed as a Higher Education Institution to deliver both face to face and online education
- All courses have been designed to be delivered in English and have been accredited for both online and face to face delivery
- Study Programmes designed and delivered
  - Master
  - Diploma
  - Awards at 5 to 7 EQF Level



# 21 Academy

## Fields:

- Banking
- Business Administration
- Compliance
- Digital Marketing
- Education (Educators)
- Finance
- Gaming
- Human Resources
- Information Technology
- Law



# 21 Academy

## Academic Staff

- The tutors delivering courses and training are professionals in their respective fields and have been delivering training for a number of years.
- Our Academic staff include reputable local public figures such as former EU Commissioner Prof Tonio Borg among others.
- A list of all our current academic staff is available [here](#).



# 21 Academy



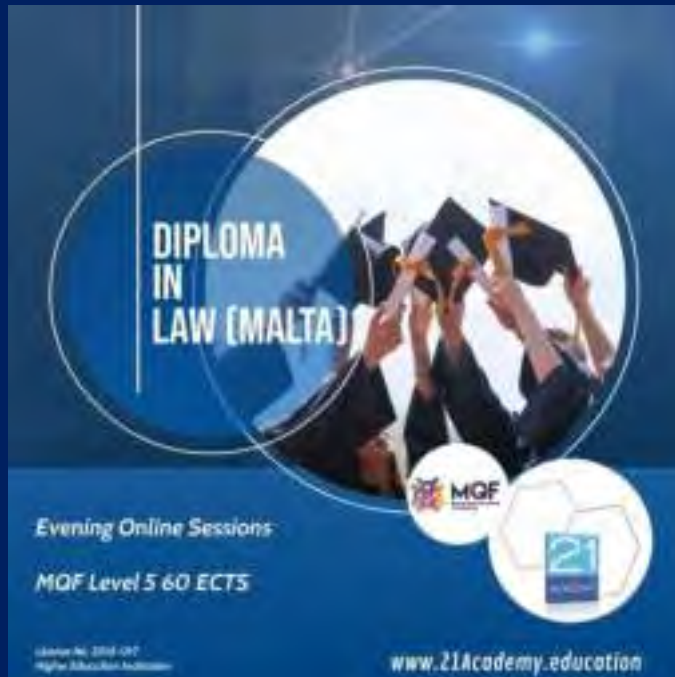
## Flagship Study Programmes: Masters

Target Group:  
Delivery:

Third Country Nationals  
In-Class



# 21 Academy



Flagship Study Programmes: Diploma

Target Group:

Locals

Delivery:

Online



# 21 Academy



UNDERGRADUATE  
DIPLOMA

BUSINESS  
ADMINISTRATION

Enhance Your Career  
MQF Level 5  
60 ECTS  
Delivered in 12 months  
Saturday Sessions.

[www.21Academy.education](http://www.21Academy.education)

The advertisement features a central image of three men in a meeting, framed by a circular graphic. The text is arranged in a clean, professional layout with a blue and white color scheme.

Flagship Study Programmes: Diploma

Target Group:

Third Country Nationals

Delivery:

In-Class

# 21 Academy



UNDERGRADUATE  
DIPLOMA

DIGITAL  
MARKETING

Enhance Your Career  
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[www.21Academy.education](http://www.21Academy.education)

The advertisement features a central circular image of a man in a white shirt presenting data on a large screen. The background is dark blue with white text and a 21 Academy logo in the bottom right corner.

Flagship Study Programmes: Diploma

Target Group:  
Delivery:

Third Country Nationals  
In-Class



# 21 Academy

## Flagship Study Programmes: Awards



**Course**

Online Evening Sessions

Award in  
Payroll Fundamentals

MQF Level 5 (4 ECTS) Get 70% of your course fee back

www.21academy.education 2099 5486

Target Group:  
Delivery:

Locals  
Online



Undergraduate Diploma in Business Administration  
Undergraduate Diploma in Digital Marketing

UNDERGRADUATE  
DIPLOMA

BUSINESS  
ADMINISTRATION



*Enhance Your Career*

**MQF Level 5**  
**60 ECTS**  
*Delivered in 12 months*

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UNDERGRADUATE  
DIPLOMA

DIGITAL  
MARKETING



*Enhance Your Career*

**MQF Level 5**  
**60 ECTS**  
*Delivered in 12 months*  
*Saturday Sessions*

[www.21Academy.education](http://www.21Academy.education)



- *MQF Level 5, 60 ECTS*
- *6 Modules (Exit Awards - 8 ECTS) - Certificate for Each*
- *1 Project*



# Undergraduate Diploma in Business Administration

## Undergraduate Diploma in Digital Marketing

|   |   |   |
|---|---|---|
| 8 | Doctoral Degree   |   |
| 7 | Master's Degree<br>Post-graduate Diploma<br>Post-graduate Certificate |   |
| 6 | Bachelor's Degree   |   |
| 5 | Undergraduate Diploma<br>Undergraduate Certificate                    | VET Higher Diploma<br>Foundation Degree |
| 4 | Matriculation Certificate<br>Advanced Level<br>Intermediate Level     | VET Diploma (IV)                        |
| 3 | General Education<br>SEC Grade 1-5                                    | VET Level 3 (iii)                       |
| 2 | General Education<br>Level 2<br>SEC Grade 6-7                         | VET Level 2 (ii)                        |
| 1 | General Education<br>Level 1<br>School Leaving Certificate            | VET Level 1 (i)                         |
| B | Introductory Level B*   |   |
| A | Introductory Level A*   |   |



## *ECTS (European Credit Transfer System)*

*Diploma - 60 ECTS*

*1 ECTS = 25 Learning Hours  
minimum of 5 contact hours*

*Diploma - 1,500 Learning Hours  
- minimum 300 contact hours*



*This Undergraduate Diploma - 60 ECTS*

*300 contact hours*

*1,108 self-study hours*

*22 supervised hours*

*70 assessment hours*



- *Lecture Days*

- *Wednesdays*     *17.30 to 20.30*
- *Saturdays*     *09.00 to 17.00*
- *Mondays*     *09.30 to 12.30*

- *Holiday periods*

- *Christmas*
- *Easter*
- *Summer*



- *Lecture Days*

- *Tuesdays*                      *17.30 to 20.30*
- *Saturdays*                      *09.00 to 17.00*
- *Thursdays*                      *09.30 to 12.30*

- *Holiday periods*

- *Christmas*
- *Easter*
- *Summer*





## *Delivery*

- *In-Class*
- *21 Business Centre, Naxxar*



## *Delivery*

- *In-Class*
- *21 Business Centre, Naxxar - Weekdays*
- *St Joseph School, Tarxien - Saturdays*



## *Delivery*

- *November 2023 Intake*
- *January 2024 Intake*
- *February 2024 Intake*
- *April 2024 Intake*
- *May 2024 Intake*
- *July 2024 intake*
- *October 2024 intake*



## *Delivery*

- *January 2024 Intake*
- *February 2024 Intake*
- *April 2024 Intake*
- *May 2024 Intake*
- *July 2024 Intake*
- *August 2024 Intake*
- *October 2024 Intake*



## *Delivery*

- *Punctuality*
  - *Fingerprint (exact time of arrival)*
  - *Class attendance (immediate identification of absentees)*
- *Breaks*
- *Absenteeism*
  - *Pre notification*
  - *Request for WhatsApp location*
  - *Certificate if longer than 2 days*



## *Lecturers*

- *Mr Angelito Sciberras - Creating a Business*
- *Mr John Muscat Drago - Human Resource Management*
- *Mr Antoine Portelli - Financial Analysis*
- *Ms Aysel Schembri - Marketing and Research*
- *Mr Paul Gauci - Strategic Management*
- *Mr Angelito Sciberras - Managing data and its implications*
- *Ms Mary Anne Puli - Academic Writing*



*Lecturers*



Paul Gauci



John Muscat Drago



Antoine Portelli



Mary Anne Puli



Aysel Schembri



Angelito Sciberras



## Lecturers

- *Ms Aysel Schembri - Marketing and Research*
- *Mr Pierre Portelli - Digital Marketing Basics*
- *Mr Pierre Portelli - Basics of Search Engine Optimisation & Content Creation in CRM*
- *Mr Angelito Sciberras Managing Data and Its Implications*
- *Mr Pierre Portelli - Social Media Marketing & Digital Advertising*
- *Ms Mary Anne Puli - Academic Writing*
- *Mr Pierre Portelli - Corporate Digital Marketing*





*Lecturers*



Pierre Portelli



Mary Anne Puli



Aysel Schembri



Angelito Sciberras



Undergraduate Diploma in Business Administration  
Undergraduate Diploma in Digital Marketing



# Your Visa



The only document which allows you to be in *Malta*



NOT valid for travel



Expires



# Getting a residency permit

- <https://expatriates.identita.gov.mt>
- Non-eu applicants



# Getting a residency permit

- Documents
  - Print Form ID 1A - Identity Registration form, Details of landlord and tenant and Academy stamp
  - Original copy of passport
  - Original scanned copy of the official acceptance and/or endorsement letter citing the start and finish dates of the course from the Educational Establishment
  - Proof of financial means of subsistence
  - Original copy of comprehensive health insurance - biometric stage



# Getting a residency permit

- Other Documents
  - Parental declaration (if applicable)
  - Proof of coverage for sickness (if applicable)
  - Proof of acceptance by the educational establishment (if applicable)
  - Proof of financial subsistence (if applicable)
    - (including balance on card)



# Getting a residency permit

- Accommodation Documents
  - Copy of original contract is to be presented with original signatures of both landlord and tenant.
  - Details of landlord and tenant on the contract include name, ID card number and address being rented out
  - Purchase agreement of the same premises (if Landlord is not Maltese)
  - Housing Authority Confirmation Letter



# Getting a residency permit

- Valid until the end of the course
- Allowed to work for 15-hours a week (authorisation from academy)
- Travel (authorisation from academy)







# Tallinja Card

- Travel for free
  - student attending a full time course with a recognised educational institute in Malta for a minimum of 3 months
- For Information:
  - <https://www.publictransport.com.mt/en/terms-and-conditions>
- To Register:
  - <https://www.publictransport.com.mt/en/register-now>



# Work

- Recruitment agencies
-  Konnekt - <https://www.konnekt.com>
-  jobs in malta - <https://jobsinmalta.com>
- recommendation by the academy



- Keepmeposted is Malta's leading **job and courses platform** with over **100,000 active users**.
- Keepmeposted is a **job board**, not a recruitment agency. This means that interested candidates apply with the job poster directly.



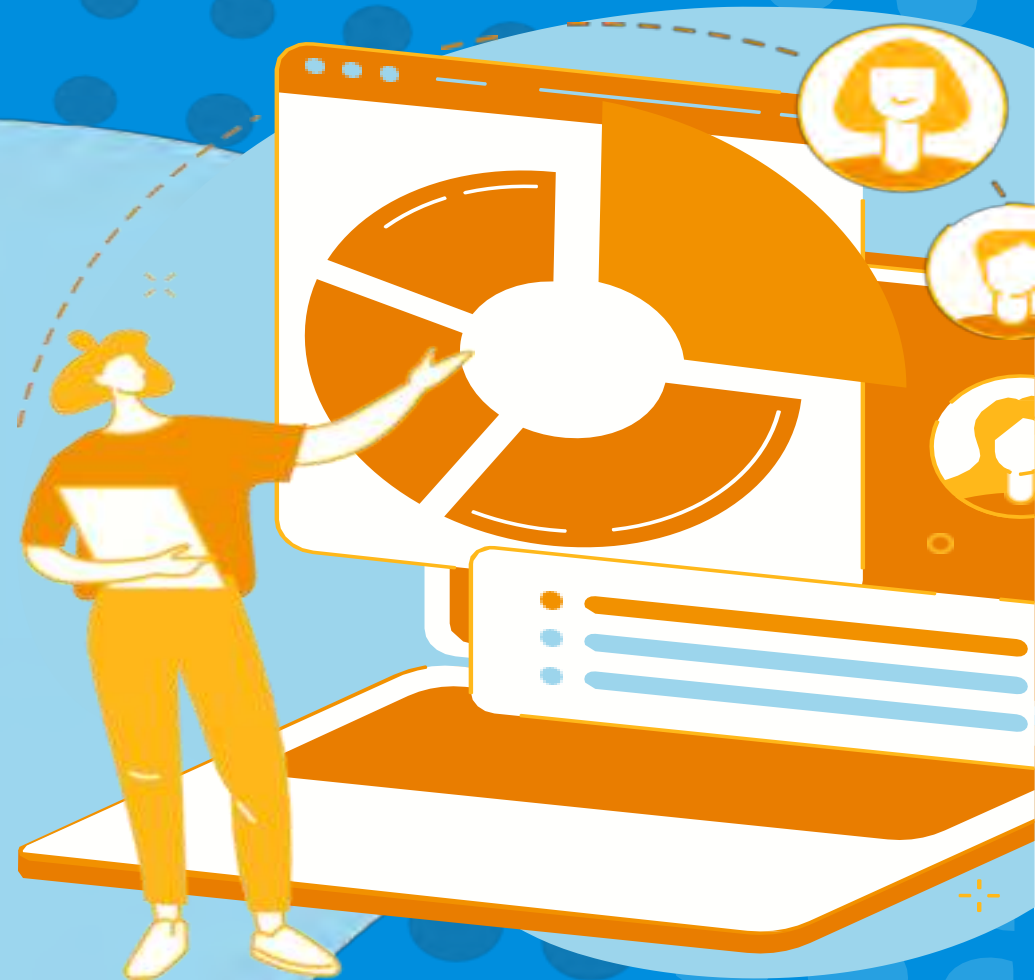
## Some stats:

### MONTHLY JOBS

**1000+**  
(on average)

### EMPLOYERS

**5000+**  
have  
trusted  
KMP



## How to use it:

1. Subscribe to KMP
2. Set up your Notification Settings through 'My Account'

### Notification Settings

Find the right job for you by selecting your preferred criteria.

Notify me about

New jobs

New Courses

Newsletter

Basic

Full - Time

Part - Time

Freelance

Hybrid / Remote

Summer

Internship

3. Choose the job categories you are interested in

4. Save Settings

5. Receive an email every time a job with your selected criteria is posted!

6. View latest jobs by clicking on the 'Find a Job' button.



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