

Undergraduate Diploma in Business Administration: Intakes November 2023 to September 2024

Assessment Task: One (1) Group presentation based on the question below	
Module: <i>Creating a Business</i>	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 6 November 2024	
<p>Task The purpose of this assessment is to develop an understanding of what was learnt during the module in particular the skills learnt to develop a business idea and create a business model.</p> <p>Note This assessment provides students with an opportunity to put into practice the relevant tools and practices in relation to the business they came up with and plan to create.</p> <p>Note <i>You should plan to spend approximately 20 hours researching, reviewing the course slides, planning and designing the presentation. You are expected to select the Harvard Referencing Style if you are using any sources for the information being given in the presentation.</i></p> <p><i>Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.</i></p> <p><i>The presentation should be 20 minutes long and students will be expected to answer questions made by the students in class as well as the tutor.</i></p>	
<p>In your assigned groups, prepare and deliver a 20-minute presentation on the Business Model Canvas (BMC) of a product or service of your choice. Your presentation must include detailed information related to the selected product or service in each of the nine blocks of the BMC, as well as an explanation of why this particular product or service was chosen for analysis. Please follow the outline below in your presentation:</p> <p>Introduction</p> <ul style="list-style-type: none"> - Briefly introduce the product or service. - Explain the purpose of the presentation. <p>Rationale for Choice</p> <ul style="list-style-type: none"> - Discuss why the chosen product or service is relevant or significant. - Explain any market trends or insights that influenced the selection. 	

Overview of the Business Model Canvas

- Explain the structure and purpose of the BMC.
- Highlight the nine blocks of the BMC.

Detailed Analysis of Each Block according to your product or service

- Value Propositions
- Customer Segments
- Customer Relationships
- Channels
- Key Resources
- Key Activities
- Key Partnerships
- Cost Structure
- Revenue Streams

Conclusion

- Summarise key findings from the BMC.
- Highlight the potential for success based on the analysis.

Pass Mark - 50% of all the module's weighted assessment methods.**Total Presentation Weighting - 20%****By submitting I confirm that I have been authorized by all the students in the group to acknowledge that the presentation is our own work****Mark:****Student** (first in list above) **Signature:** <main assessor>**Date****Signature:** <quality assurance>