

Creating a Business

Lecture Title: The Assignment



Lecturer: Angelito Sciberras

Date: 23 October 2024

Undergraduate Diploma in
Business Administration

Presentation Question

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:



Presentation Question

Introduction

- Briefly introduce the product or service.
- Explain the purpose of the presentation.

Rationale for Choice

- 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.



Presentation Question

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



Presentation Question

Conclusion

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



Business Model Canvass



Presentation Question

	5 marks	4 marks	3 marks	2 marks	1 mark
Appearance Design:	Student presented the material in a professional manner.	Student presented the material in a mostly professional manner.	Student presented the material in a somewhat professional manner.	Not Applicable.	Student did not take presentation seriously.
Originality	Presentation shows considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way.	Presentation shows some originality and inventiveness. The content and ideas are presented in an interesting way.	Presentation shows some attempt at originality and inventiveness on most of the slides.	Presentation shows an attempt at originality and inventiveness in only a few of the slides.	Presentation is a rehash of other people's ideas and shows no originality whatsoever.
Sequencing of Information	Student exceptionally presents information in a logical, interesting sequence which the audience can follow.	Student effectively presents information in a logical sequence which the audience can follow.	Student somewhat presents information in a logical sequence which audience can follow.	Audience has difficulty following presentation because it never lacks coherence.	Audience cannot understand presentation because there is a lack of sequence of the given information.
Use of Visual Aids	All visual aids are attractive (size/color/quantity) and support the theme and content of the presentation.	Some visual aids are not attractive but all support the theme and content of the presentation.	All visual aids are attractive but some do not support the theme and content of the presentation.	Several visual aids are unattractive and detract from the content of the presentation.	Student did not use any visual aids during the presentation.
Timing	The presentation was delivered within the time given.	The presentation was slightly over or under the time given.	The presentation was moderately over or under the time given.	The presentation was fairly over or under the time given.	The presentation was extremely over or under the time given.



Presentation Question

Preparation:	Student showed that a considerable amount of time was dedicated for preparation.	Student showed that a good amount of time was dedicated for preparation.	Student showed that a moderate amount of time was dedicated for preparation.	Student showed that a minimal amount of time was dedicated for preparation.	Student showed that no time was dedicated for preparation.
Learning Objectives:	The learning objectives which were clearly and effectively defined were all met.	Most of the learning objectives which were clearly and effectively defined were met.	Some of the learning objectives which were somewhat clearly and effectively defined were met.	A few of the learning objectives which were somewhat clearly and effectively defined were met.	Learning objectives were not met and not clearly defined.
Questions:	Student answered questions made by the other students and tutor in a confident and correct way.	Student answered questions made by the other students and tutor in a fairly confident and correct way.	Student answered questions made by the other students and tutor in a moderately confident and correct way.	Student failed to answer most of the questions made by other students and tutor.	Student failed to answer any of the questions made by the other students and tutor.

Presentation Question

	21 - 30 marks	20 - 14 marks	15 - 10 marks	1 - 10 marks	0 marks
Content	Presentation includes all material needed to gain a comfortable understanding of the topic.	Presentation includes most material needed to gain a comfortable understanding of the topic but is lacking one or two key elements.	Presentation includes a moderate amount of material needed to gain a comfortable understanding of the topic.	Presentation is lacking several key elements, contains inaccuracies.	Presentation does not answer the assignment question.
Delivery	Presents training in a way that exceptionally articulates to the learners' needs, and has an excellent understanding of delivery tools.	Presents training in a way that effectively articulates to the learners' needs, and has a good understanding of delivery tools.	Presents training in a way that somewhat articulates to the learners' needs, and has a moderate understanding of delivery tools.	Student struggles to articulate effectively to the learners' needs, and has a poor understanding of delivery tools.	Student does not articulate effectively to the learners' needs, and has no understanding of delivery tools.



Presentation

- Wednesday 6 November 17:30 till 20:30hrs
- 20 hours preparation
- 20 minutes long
- All group members should deliver part
- Question will be asked



Reflective Notes

- Tuesday 5 November at 23.59hrs
 - What did I Learn? (100 words)
 - What went well? (100 words)
 - What could I have done better? (100 words)
 - Long-term implications (200 words)



Assignment Questions

Question 1: Evaluate and contrast the different financing methods accessible to businesses, taking into account their benefits, limitations, and appropriateness across various business contexts. Conduct an analysis of both traditional and modern financing options.

Session Today and Next Saturday



Assignment Questions

Question 2: Select Malta Public Transport as the organisation for analysis. Conduct a SWOT analysis on the company, followed by an Opportunities Analysis, and propose a new strategic direction based on the insights gathered. Your assignment should also provide an explanation of the SWOT and Opportunities approaches, detailing their purpose and the rationale behind their utilisation.

Session 04



Assignment Questions

Question 3: Tesla is considering the possibility of expanding its sales in Malta by opening a store. Conduct a PESTEL analysis, followed by the identification of Opportunities and Threats, and draw conclusions based on the findings. Your assignment should also include an explanation of the PESTEL analysis, outlining its purpose and the reasons for its application in strategic decision-making.

Session 05



Assignment Questions

Induction Session 03



Assignment

- Student's understanding of the subject
- Presentation
- Uniqueness (no plagiarism)
- Appropriate citations



Student's understanding of the subject

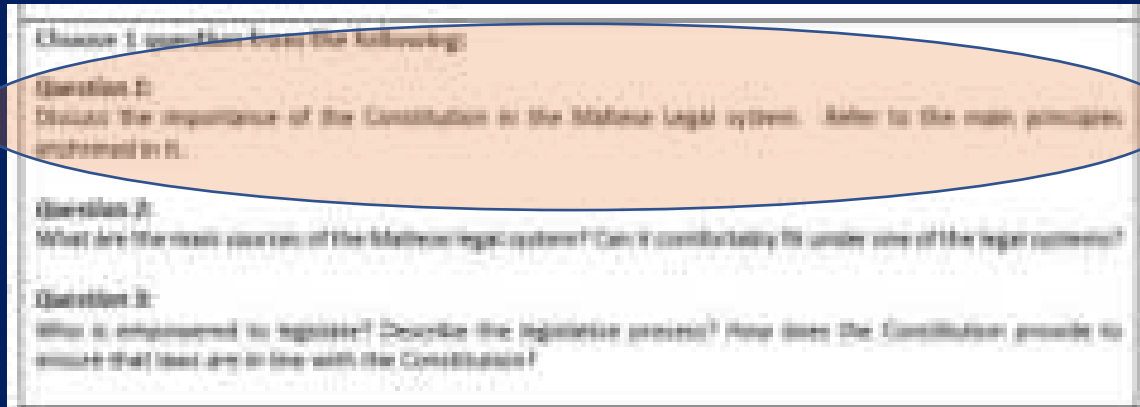
The image shows a document titled "Assignment Submission Form". It contains a table with fields for student information and assignment details. A blue box highlights the "Due Date" field, and a blue oval highlights a section of text in the "Assignment Instructions" area. A red line connects the oval to a callout box on the right.

- 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 normal word count for the assignment is 1,700 words. You are expected to select the most appropriate citation method which you feel most comfortable using (<http://www.citethisforme.com/>)

Student's understanding of the subject



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

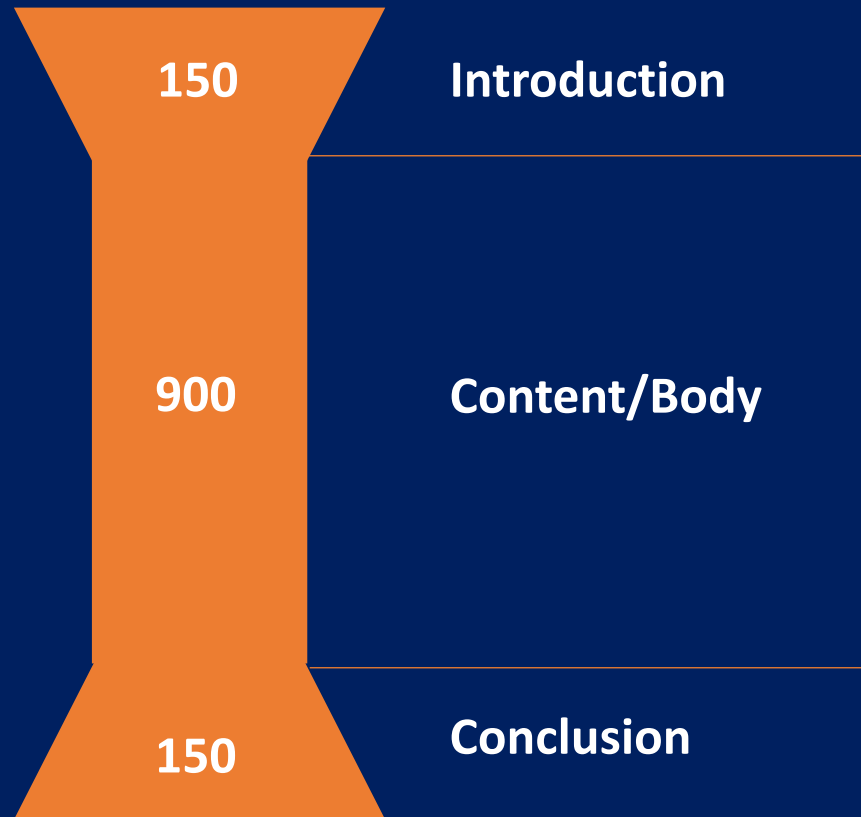




Writing & Submitting your Assignment



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 lessons. 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 retail brand, Aldi Italy, is looking into the possibility of opening a store in Malta. Conduct a PESTLE analysis and follow up by completing 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.



Sources

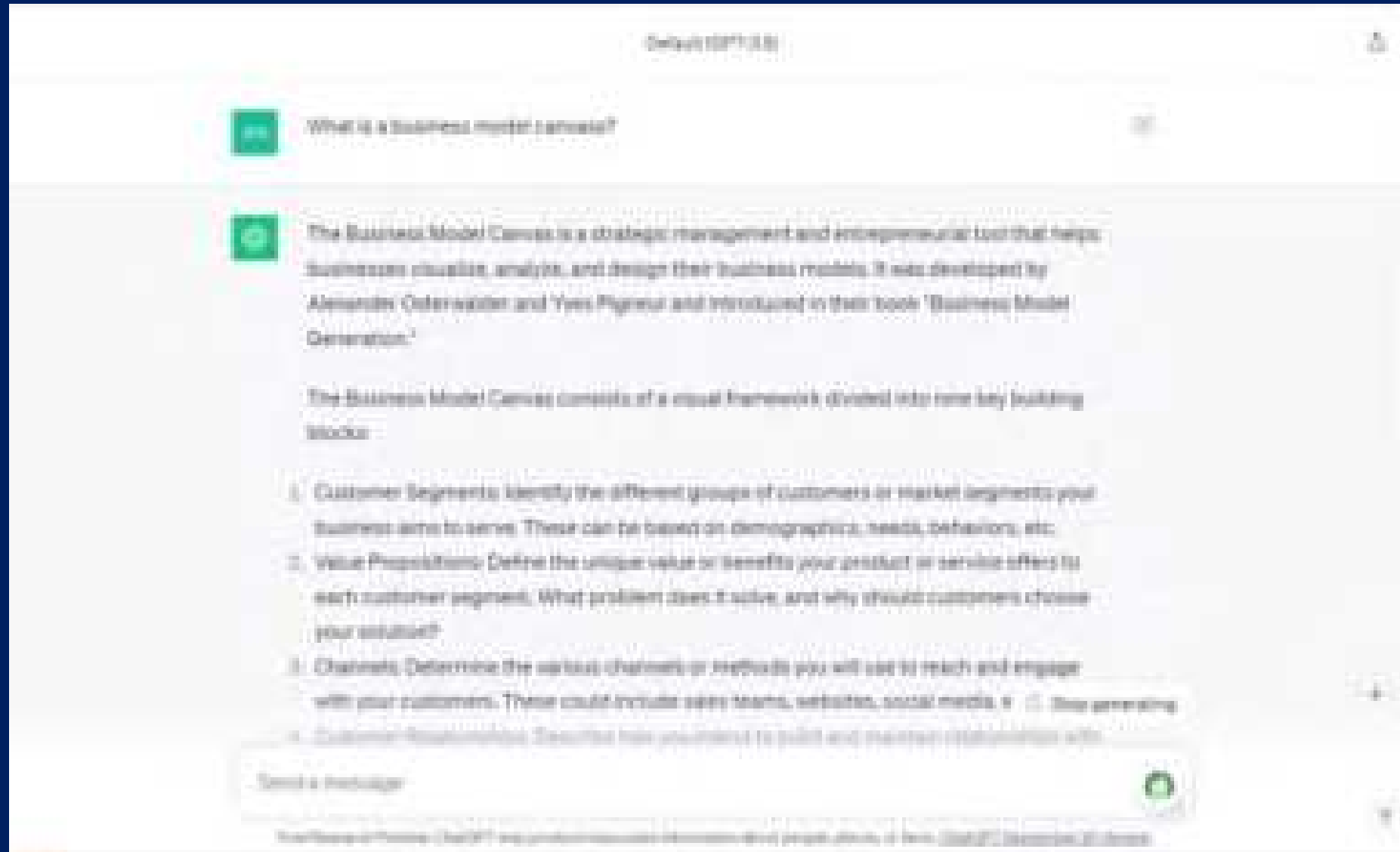
- Resource Centre
- Lecture Notes/Slides
- Books - suggested reading lists
- Online



AI



AI



ChatGPT-4.0

What is a business model canvas?

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."

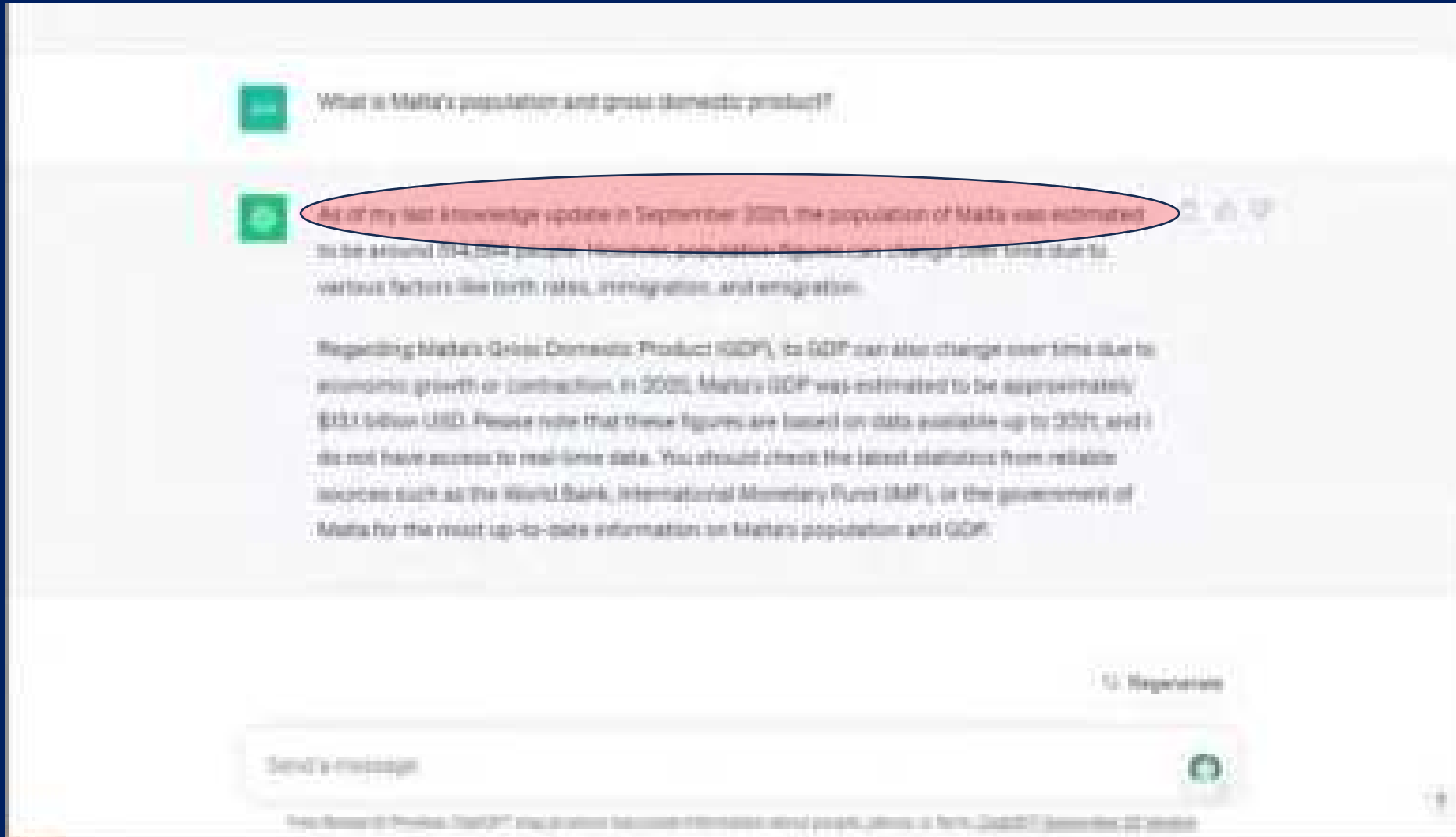
The Business Model Canvas consists of a visual framework divided into nine key building blocks:

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.

Send a message



AI




535,000

\$17.8 billion



The Rubric

Assignments Rubric



	1 (Poor)	2 (Fair)	3 (Good)	4 (Very Good)	5 (Excellent)
Content	<p>Very shallow understanding of the concepts and theories covered in the assignment.</p> <p>Minimal understanding of the concepts and theories covered in the assignment.</p> <p>Some understanding of the concepts and theories covered in the assignment.</p> <p>Good understanding of the concepts and theories covered in the assignment.</p> <p>Excellent understanding of the concepts and theories covered in the assignment.</p>	<p>Shallow understanding of the concepts and theories covered in the assignment.</p> <p>Some understanding of the concepts and theories covered in the assignment.</p> <p>Good understanding of the concepts and theories covered in the assignment.</p> <p>Excellent understanding of the concepts and theories covered in the assignment.</p>	<p>Good understanding of the concepts and theories covered in the assignment.</p> <p>Excellent understanding of the concepts and theories covered in the assignment.</p>	<p>Excellent understanding of the concepts and theories covered in the assignment.</p>	<p>Excellent understanding of the concepts and theories covered in the assignment.</p>
Analysis	<p>Very shallow analysis of the concepts and theories covered in the assignment.</p> <p>Minimal analysis of the concepts and theories covered in the assignment.</p> <p>Some analysis of the concepts and theories covered in the assignment.</p> <p>Good analysis of the concepts and theories covered in the assignment.</p> <p>Excellent analysis of the concepts and theories covered in the assignment.</p>	<p>Shallow analysis of the concepts and theories covered in the assignment.</p> <p>Some analysis of the concepts and theories covered in the assignment.</p> <p>Good analysis of the concepts and theories covered in the assignment.</p> <p>Excellent analysis of the concepts and theories covered in the assignment.</p>	<p>Good analysis of the concepts and theories covered in the assignment.</p> <p>Excellent analysis of the concepts and theories covered in the assignment.</p>	<p>Excellent analysis of the concepts and theories covered in the assignment.</p>	<p>Excellent analysis of the concepts and theories covered in the assignment.</p>
Application	<p>Very shallow application of the concepts and theories covered in the assignment.</p> <p>Minimal application of the concepts and theories covered in the assignment.</p> <p>Some application of the concepts and theories covered in the assignment.</p> <p>Good application of the concepts and theories covered in the assignment.</p> <p>Excellent application of the concepts and theories covered in the assignment.</p>	<p>Shallow application of the concepts and theories covered in the assignment.</p> <p>Some application of the concepts and theories covered in the assignment.</p> <p>Good application of the concepts and theories covered in the assignment.</p> <p>Excellent application of the concepts and theories covered in the assignment.</p>	<p>Good application of the concepts and theories covered in the assignment.</p> <p>Excellent application of the concepts and theories covered in the assignment.</p>	<p>Excellent application of the concepts and theories covered in the assignment.</p>	<p>Excellent application of the concepts and theories covered in the assignment.</p>
Communication	<p>Very poor communication skills. The assignment is difficult to read and understand.</p> <p>Poor communication skills. The assignment is difficult to read and understand.</p> <p>Some communication skills. The assignment is difficult to read and understand.</p> <p>Good communication skills. The assignment is difficult to read and understand.</p> <p>Excellent communication skills. The assignment is difficult to read and understand.</p>	<p>Poor communication skills. The assignment is difficult to read and understand.</p> <p>Some communication skills. The assignment is difficult to read and understand.</p> <p>Good communication skills. The assignment is difficult to read and understand.</p> <p>Excellent communication skills. The assignment is difficult to read and understand.</p>	<p>Good communication skills. The assignment is difficult to read and understand.</p> <p>Excellent communication skills. The assignment is difficult to read and understand.</p>	<p>Excellent communication skills. The assignment is difficult to read and understand.</p>	<p>Excellent communication skills. The assignment is difficult to read and understand.</p>

Good

Good



The Rubric

Assignments Rubric



	1 point	2 points	3 points	4 points	5 points
Content	Has a primary focus on facts and figures. Does not address the issue and does not demonstrate a clear understanding of the issue.	Addresses the issue.	Addresses the issue.	Addresses the issue.	Addresses the issue.
Analysis	Does not analyze the issue and does not show any understanding of the issue.	Does not analyze the issue and does not show any understanding of the issue.	Does not analyze the issue and does not show any understanding of the issue.	Does not analyze the issue and does not show any understanding of the issue.	Does not analyze the issue and does not show any understanding of the issue.
Application	Does not apply the issue to the organization and does not show any understanding of the issue.	Does not apply the issue to the organization and does not show any understanding of the issue.	Does not apply the issue to the organization and does not show any understanding of the issue.	Does not apply the issue to the organization and does not show any understanding of the issue.	Does not apply the issue to the organization and does not show any understanding of the issue.





Undergraduate Diploma in
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15:00



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Creating a Business

Lecture Title: Funding the Business



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Date: 23 October 2024

Undergraduate Diploma in
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Financing your Business

- Start
 - Operate
 - Grow
-
- Short - Term
 - Medium - Term
 - Long - Term



Financing your Business



Financing your Business



Funding Methods

- Bootstrapping
- Equity Funding
 - Venture Capitalist
 - Business Angels
 - Stock Market
- Debt funding
- Government funding
- Crowd Funding



Funding Methods



Getting the Funding

- Develop or refine your **business plan**
 - Explain the Idea
 - Why is it an opportunity
 - Know your Business
 - Know your External Forces
 - Financial Plan



Getting the Funding

Information

Finance Schemes

Allocation for Industrial Land

Business Re-Engineering and Transformation Scheme

Get Qualified 2017-2023



<https://startinmalta.com>



Getting the Funding

Training

Intensive Programmes

Know-how & Guidance

Financing & Capital

Networking & Promotion

Facilities

TAKEOFF
THE ENTERPRISE CAMPUS

<https://takeoff.org.mt/services>



Getting the Funding

SHARK
TANK



Getting the Funding

Launched 2018

- Raised \$12 million to build up the concept
- Spent \$2 million but inly made \$40,000
- 2019 made \$320,000 but lost € 3million
- 2020 made \$400,000 but lost € 2million

Company value: \$1 million for 5% = \$20 million

Numilk Today

- Net Worth \$55 million



Getting the Funding

<https://numilk.com>





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