

## Undergraduate Diploma in Business Administration: Intake October 2023

<b>Assessment Task:</b> One (1) Group presentation based on the question below	
<b>Module:</b> <i>Creating a Business</i>	<b>Tuition Centre:</b> 21 Academy <b>License Number:</b> 2018-017
<b>Level:</b> Award MQF Level 5	<b>Date:</b>
<b>Student Names:</b>	<b>Student Numbers: (same line)</b>
<b>Presentation Date:</b> 11 November 2023	
<p><b>Task</b> 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><b>Note</b> 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><b>Note</b> <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><b><i>Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.</i></b></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>Choose a product of your preference, excluding those covered in class, and apply the SCAMPER technique to explore innovative ways to enhance and modify the chosen product.</p> <p>In your 20-minute presentation, provide a detailed explanation of the SCAMPER method, elucidating each component with practical examples. Utilise compelling graphics, diagrams, or product visualisations to illustrate how each element of SCAMPER can be effectively employed to generate creative ideas for product development and improvement.</p> <p>Additionally, discuss the potential impact of the proposed modifications on the product's market appeal, functionality, and competitive advantage.</p>	
<b>Pass Mark - 50% of all the module's weighted assessment methods.</b>	<b>Total Presentation Weighting - 20%</b>
<b>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</b>	
<b>Mark:</b>	<b>Student (first in list above) Signature:</b> <main assessor>
<b>Date</b>	<b>Signature:</b> <quality assurance>