

Introduction Session 03

Lecture Title: Undergraduate Diploma

Lecturer: Mr Angelito Sciberras

Date: 03 April 2025



~~Tuesday 01 April 2025~~

~~Introductions
The Academy~~

~~Wednesday 02 April 2025~~

~~Staying in Malta~~

Thursday 03 April 2025

The Study Programme
Assignments
Presentations
Reflective Diary

Friday 04 February 2025

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



60 ECTS

Total Contact Hours¹ (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))	306	Supervised Placement and Practice Hours (During these hours the learner is supervised, coached, or mentored. Tutorial hours may be included here)	48
Self-Study Hours (Estimated workload of research and study)	836	Assessment Hours (Examinations/ presentations/ group work/ projects, etc.)	310

1,500 hours

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

60 ECTS

Total Contact Hours (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))	306	Supervised Placement and Practice Hours (During these hours the learner is supervised, coached, or mentored. Tutorial hours may be included here)	48
Self-Study Hours (Estimated workload of research and study)	836	Assessment Hours (Examinations/ presentations/ group work/ projects, etc.)	310

1,500 hours

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

Modules & Time Table

Monday sessions: 09:30 to 12:30hrs

Wednesday sessions: 17:30hrs to 20:30hrs

Saturday: 09:00hrs to 17:00hrs



Modules & Time Table

Tuesday sessions: 17:30hrs to 20:30hrs

Thursday sessions: 09:30 to 12:30hrs

Saturday: 09:00hrs to 17:00hrs



Modules & Time Table

Easter Recess: 15 April 2025 - 25 April 2025

In-between Modules: No Tuesday/Wednesday Session

Summer Recess: 01 August 2025 - 16 August 2025

Christmas Recess: 22 December 2025 - 5 January 2026



Modules & Time Table

Session 01:	Saturday	8 hours	Self-Assessment Sitting 1
Session 02:	Wednesday	3 hours	
Session 03:	Saturday	8 hours	
Session 04:	Wednesday	3 hours	
Session 05:	Saturday	8 hours	
Session 06:	Wednesday	3 hours	Face to Face Hours - 41 hours
Session 07:	Saturday	8 hours	
Session 08:	Wednesday	3 hours	
Session 09:	Saturday	3 hours	Self-Assessment Sitting 2
Session 10:	Wednesday	3 hours	
Session 11:	Saturday	3 hours	Supervised Hours (about assessment methods)
			Presentations

Modules & Time Table

Session 01:	Saturday	8 hours	Self-Assessment Sitting 1
Session 02:	Tuesday	3 hours	
Session 03:	Saturday	8 hours	Face to Face Hours - 41 hours
Session 04:	Tuesday	3 hours	
Session 05:	Saturday	8 hours	
Session 06:	Tuesday	3 hours	
Session 07:	Saturday	8 hours	
Session 08:	Tuesday	3 hours	Self-Assessment Sitting 2
Session 09:	Saturday	3 hours	Supervised Hours (about assessment methods)
Session 10:	Tuesday	3 hours	
Session 11:	Saturday	3 hours	Presentations

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*





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.*

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

		A	B
a.	Order	<input type="checkbox"/>	<input type="checkbox"/>
b.	Opportunities	<input type="checkbox"/>	<input type="checkbox"/>
c.	Older	<input type="checkbox"/>	<input type="checkbox"/>
d.	OPen	<input type="checkbox"/>	<input type="checkbox"/>

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

Self Assessment

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

	A	B
a. Order		
b. Opportunities		
c. Older		
d. OPen	✓	✓

0 0

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

	A	B
a. Order		
b. Opportunities		✓
c. Older		
d. OPen	✓	

2
0

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

	A	B
a. Order		
b. Opportunities	✓	✓
c. Older		
d. OPen		

1 1

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

	A	B
a. Order		
b. Opportunities	✓	
c. Older		✓
d. OPen		

1
-2

Self Assessment

- *Maximum score* 40
- *Weighted* 15




Assignment

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



Student's understanding of the subject



Undergraduate Diploma in Business Administration: Intake October 2022

Assessment Task: Written assignment based on chosen questions.	
Module: Creating a Business	Tuition Centre: 21 Academy
	Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 24 November 2022	
<p>Task</p> <p>The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the process to Create a Business.</p> <p>Note</p> <p>This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the process to Create a Business.</p> <p>Note</p> <p>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.</p>	
Choose 1 question from the following:	
<p>Question 1:</p> <p>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.</p> <p>Question 2:</p> <p>Identify a kitchen (or manufacturing company, excluding Tesla, if 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.</p> <p>Question 3:</p> <p>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 information on PESTEL analysis and the reasons for which it is used.</p>	
Pass Mark - 50%	Total Assignment Weighting - 65%
By submitting I confirm that this assessment is my own work	
Mark:	Signature: <marker>
Date:	Signature: <quality assurance>

- 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:

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 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 information 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



Assignment Questions



Undergraduate Diploma in Business Administration: Intake October 2022

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Date:	Student Number:
Assignment Deadline: 24 November 2022	
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Note This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the process to Create a Business.	
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 2,200 words. You are expected to use the Harvard referencing style.	
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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Pass Mark - 50%	Total Assignment Weighting - 65%
By submitting I confirm that this assessment is my own work	
Mark:	Signature: <main assessor>
Date:	Signature: <quality assurance>

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



Assignment Questions


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



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Date:	Signature: <quality assurance>

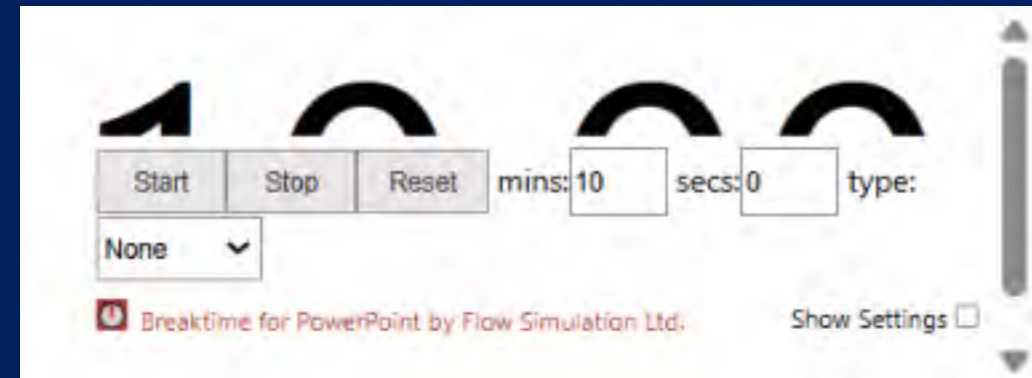
Assignment Questions



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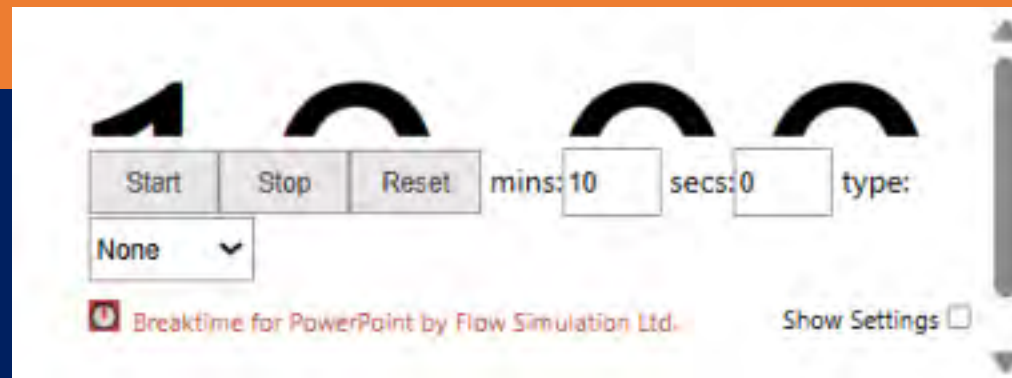
You have decided which question to answer. What do you do next?



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.



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.



Keywords

Identify the key words in this assignment question?

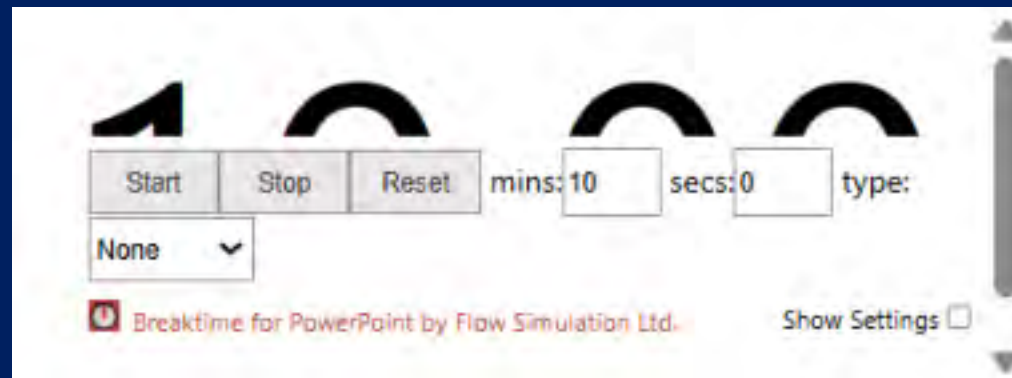
You have been tasked with the development of a **learning and development plan** for a company of your choice. Present a **report** of how you will go about **developing and implementing** this plan, taking into consideration the various aspects involved in this process to ensure that any training identified 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?

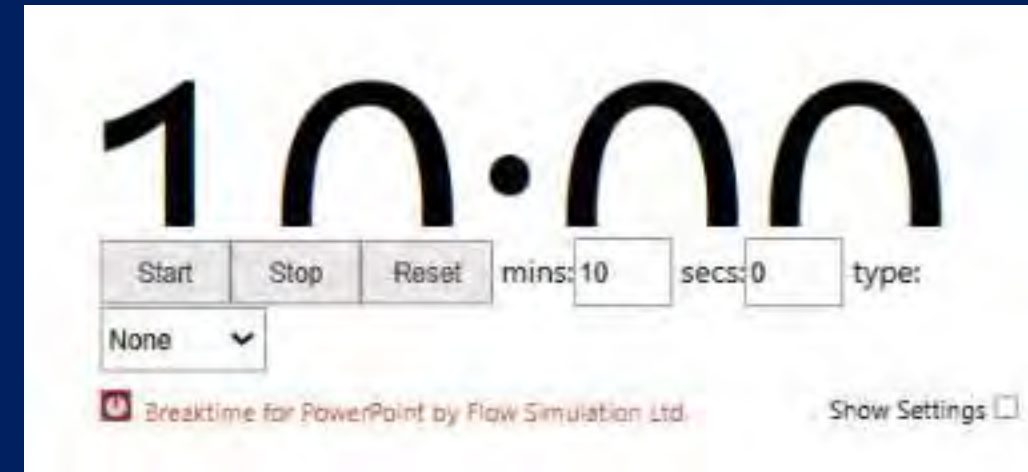
Explain the **principles and concepts** of **Financial Accounting**, giving **details** and **examples** of each; their **relevance**; and any **limitations** that the application of such principles and concepts have on businesses in **today's** world.





Undergraduate Diploma in Business Administration

Undergraduate Diploma in Digital Marketing



Preparing Assignments





Writing & Submitting your Assignment



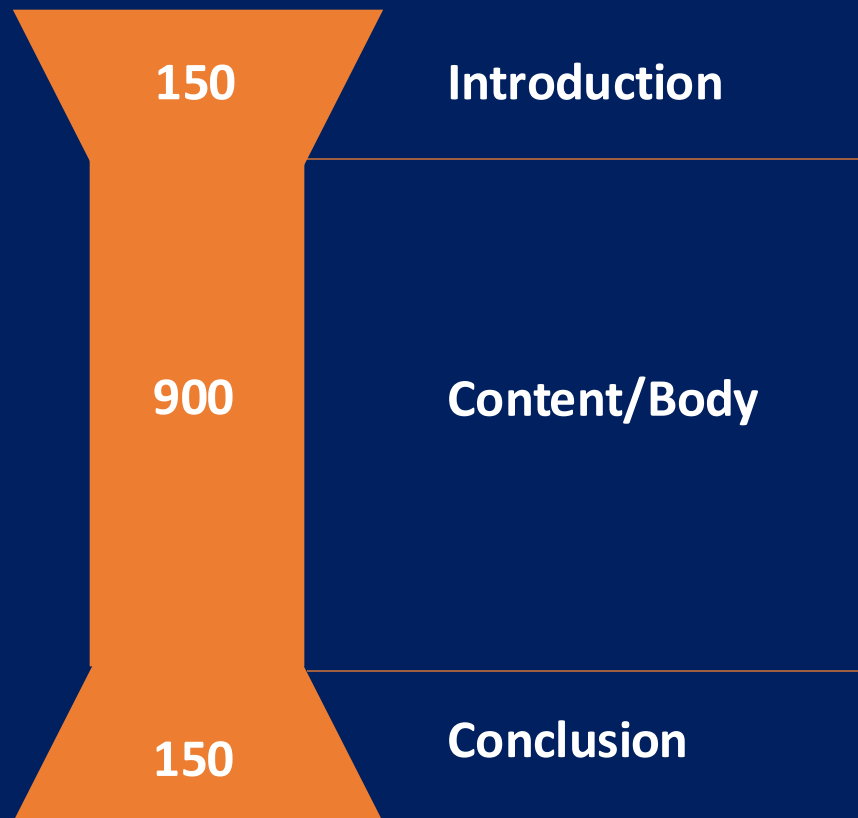
Assignment Guidelines

- 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



Assignment Plan



Choose 1 question from the following:

Question 1:

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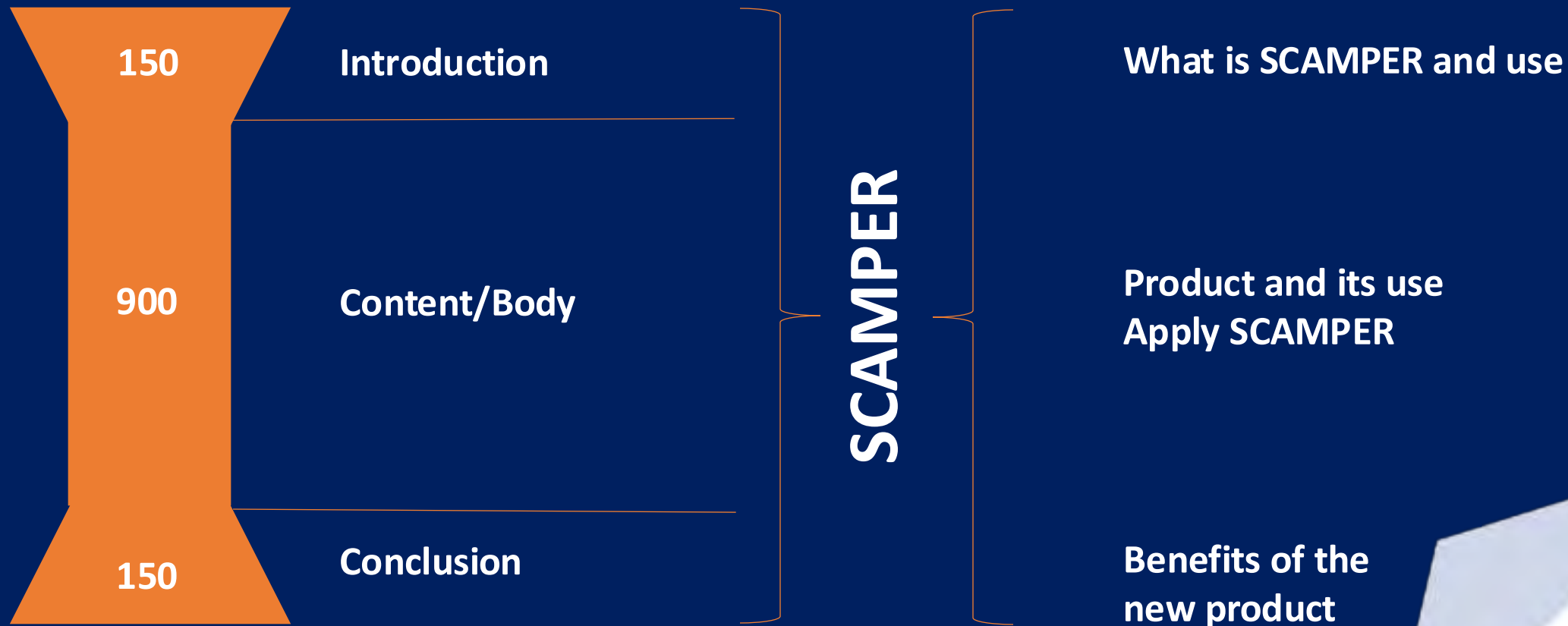
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Assignment Plan



Assignment Plan



Sources

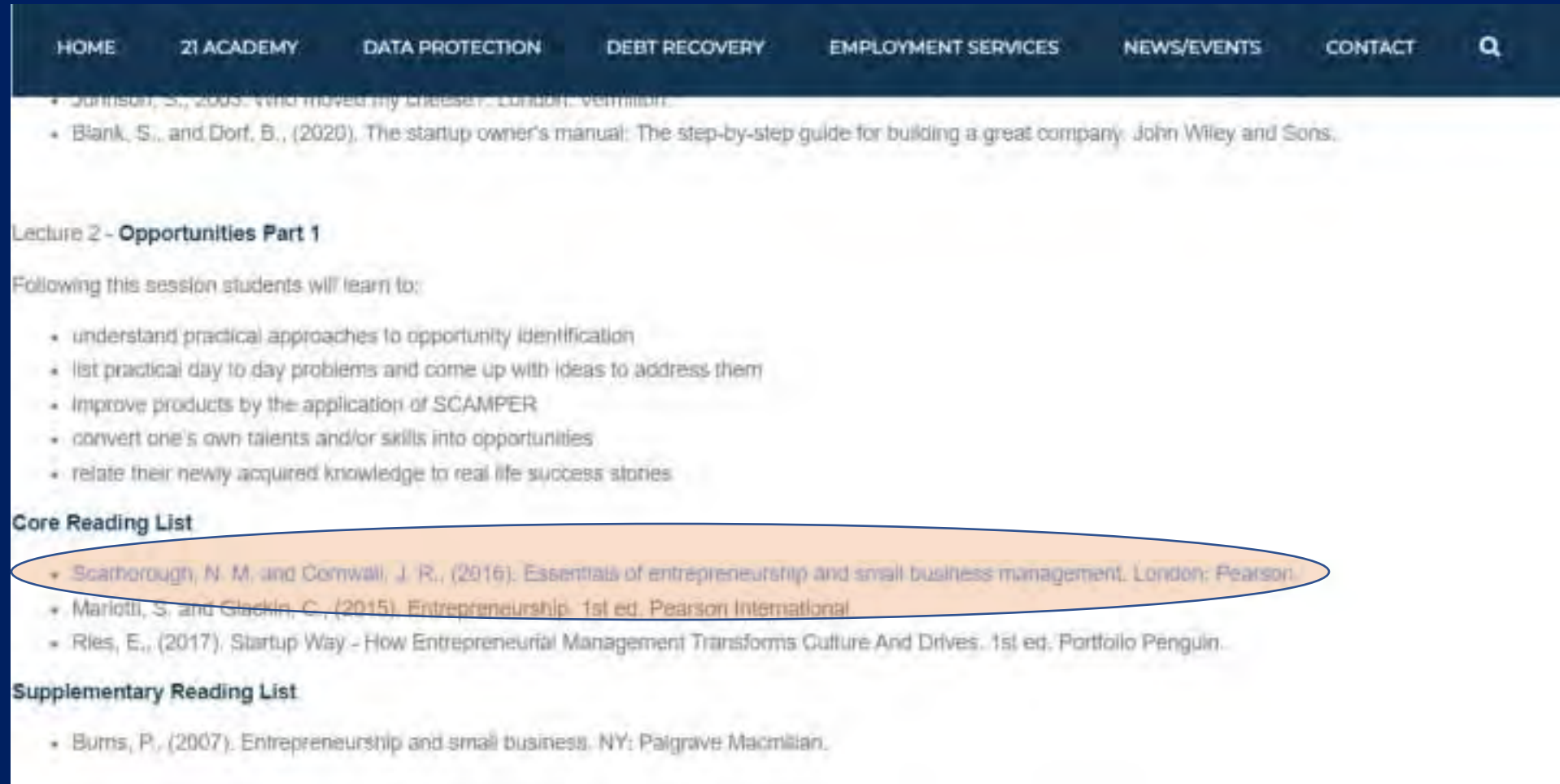
- Resource Centre
- Lecture Notes/Slides
- Books - suggested reading lists
- Online



Resource Centre

HOME	21 ACADEMY	DATA PROTECTION	DEBT RECOVERY	EMPLOYMENT SERVICES	NEWS/EVENTS	CONTACT	Q
Lecture	Date	Time	Presentation	Notes (If Any)			
Lecture 01	15 October 2022	09:00 to 17:00hrs	Presentation 01	Who Moved My Cheese			
Lecture 02	19 October 2022	17:30 to 20:30hrs	Presentation 02	SCAMPER Explained			
Lecture 03	22 October 2022	09:00 to 17:00hrs	Presentation 03	Business Model Canvas Explained Business Model Canvas			
Lecture 04	26 October 2022	17:30 to 20:30hrs	Presentation 04	SWOT Analysis			
Lecture 05	29 October 2022	09:00 to 17:00hrs	Presentation 05	PESTEL Analysis			
Lecture 06	02 November 2022	17:30 to 20:30hrs	Presentation 06				
Lecture 07	05 November 2022	09:00 to 17:00hrs	Presentation 07	Management & Business Plan			
Lecture 08	09 November 2022	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					
Lecture 11	19 November 2022	09:00 to 12:00hrs					

Resource Centre



The screenshot displays the 21 Academy Resource Centre website. At the top is a dark navigation bar with links: HOME, 21 ACADEMY, DATA PROTECTION, DEBT RECOVERY, EMPLOYMENT SERVICES, NEWS/EVENTS, CONTACT, and a search icon. Below the navigation bar, there is a list of resources:

- Johnson, S., 2003. *Which moved my cheese?*. London: Vermlion.
- Blank, S., and Dorf, B., (2020). *The startup owner's manual: The step-by-step guide for building a great company*. John Wiley and Sons.

Below the resources, the section "Lecture 2 - Opportunities Part 1" is shown. It states: "Following this session students will learn to:"

- understand practical approaches to opportunity identification
- list practical day to day problems and come up with ideas to address them
- improve products by the application of SCAMPER
- convert one's own talents and/or skills into opportunities
- relate their newly acquired knowledge to real life success stories

The "Core Reading List" section is highlighted with an orange oval. It contains the following entries:

- Scarborough, N. M. and Cornwall, J. R., (2016). *Essentials of entrepreneurship and small business management*. London: Pearson.
- Mariotti, S. and Glackin, C., (2015). *Entrepreneurship*. 1st ed. Pearson International
- Ries, E., (2017). *Startup Way - How Entrepreneurial Management Transforms Culture And Drives*. 1st ed. Portfolio Penguin.

The "Supplementary Reading List" section follows, containing one entry:

- Burns, P., (2007). *Entrepreneurship and small business*. NY: Palgrave Macmillan.

Lecture Notes/Slides

Creating a Business

Lecture Title: Opportunities Part 1

Lecturer: Angelito Sciberras

Date: 19 October 2022



Undergraduate Diploma in
Business Administration



Lecture Notes/Slides

Improving a product

Undergraduate Diploma in
Business Administration



a team brainstorming technique used to develop or
improve products or services

Overview

Books - suggested reading lists



Text Scanner OCR

Online



Google Scholar

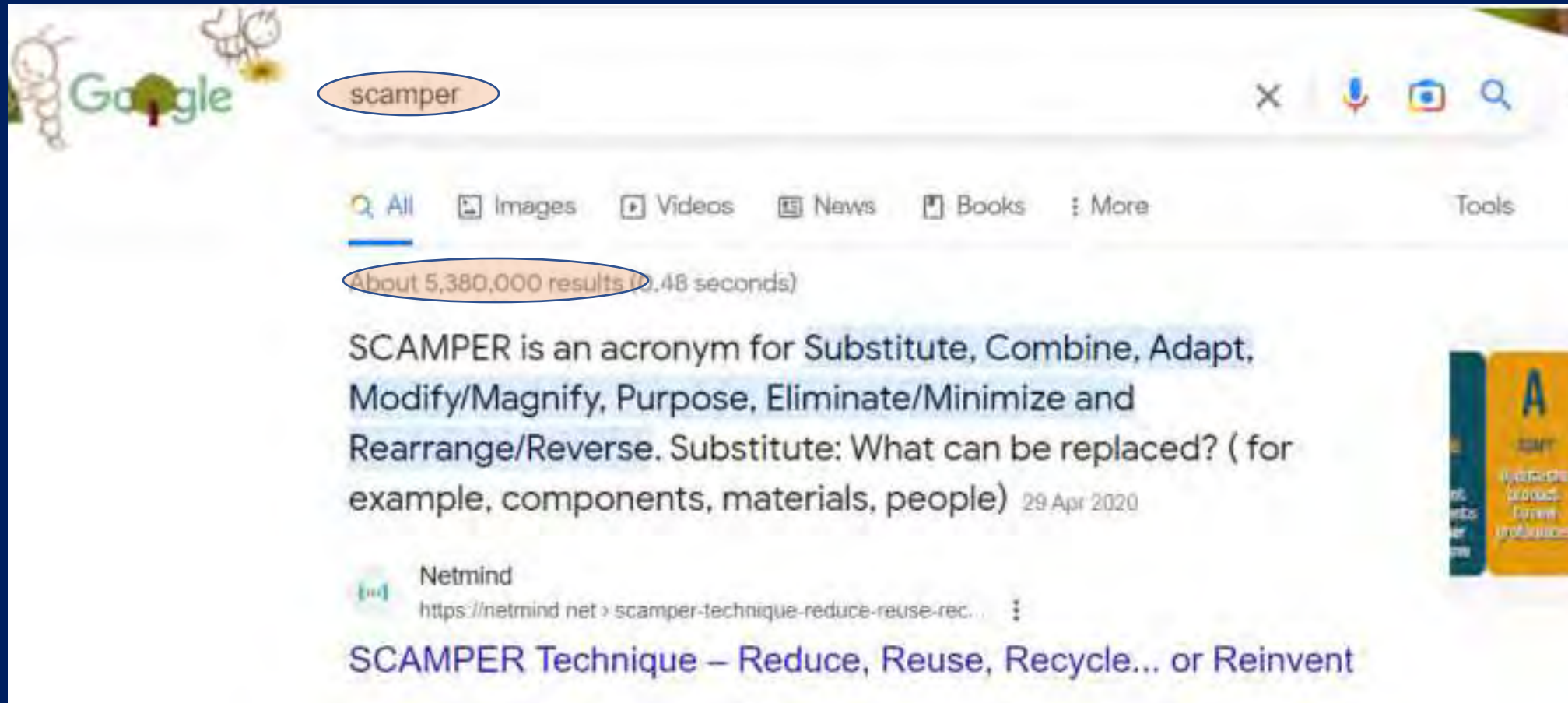


Online

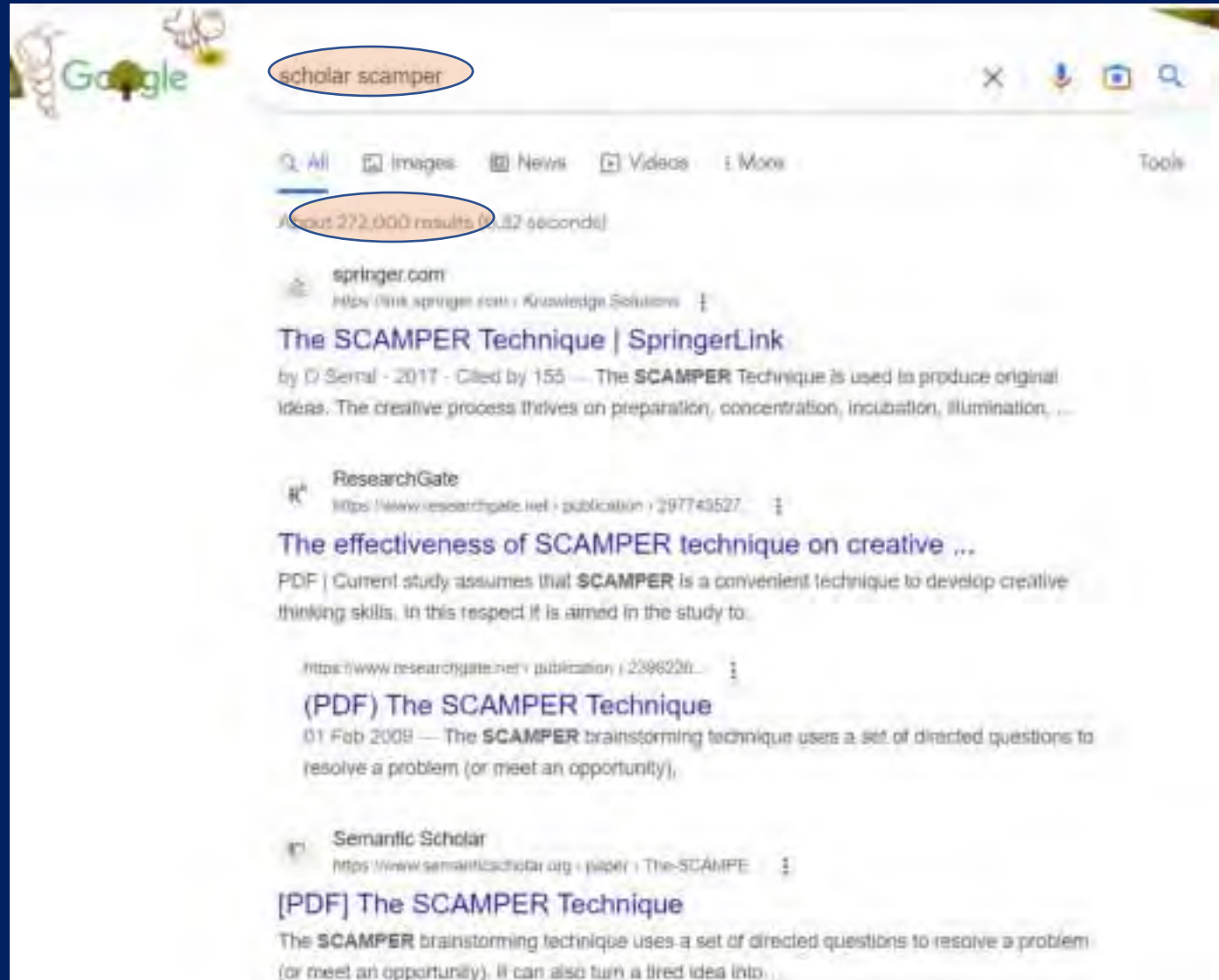
- Check that sources are reliable
- Undergraduate Diploma in **Business Administration**
- Avoid Wikipedia
- Use keywords



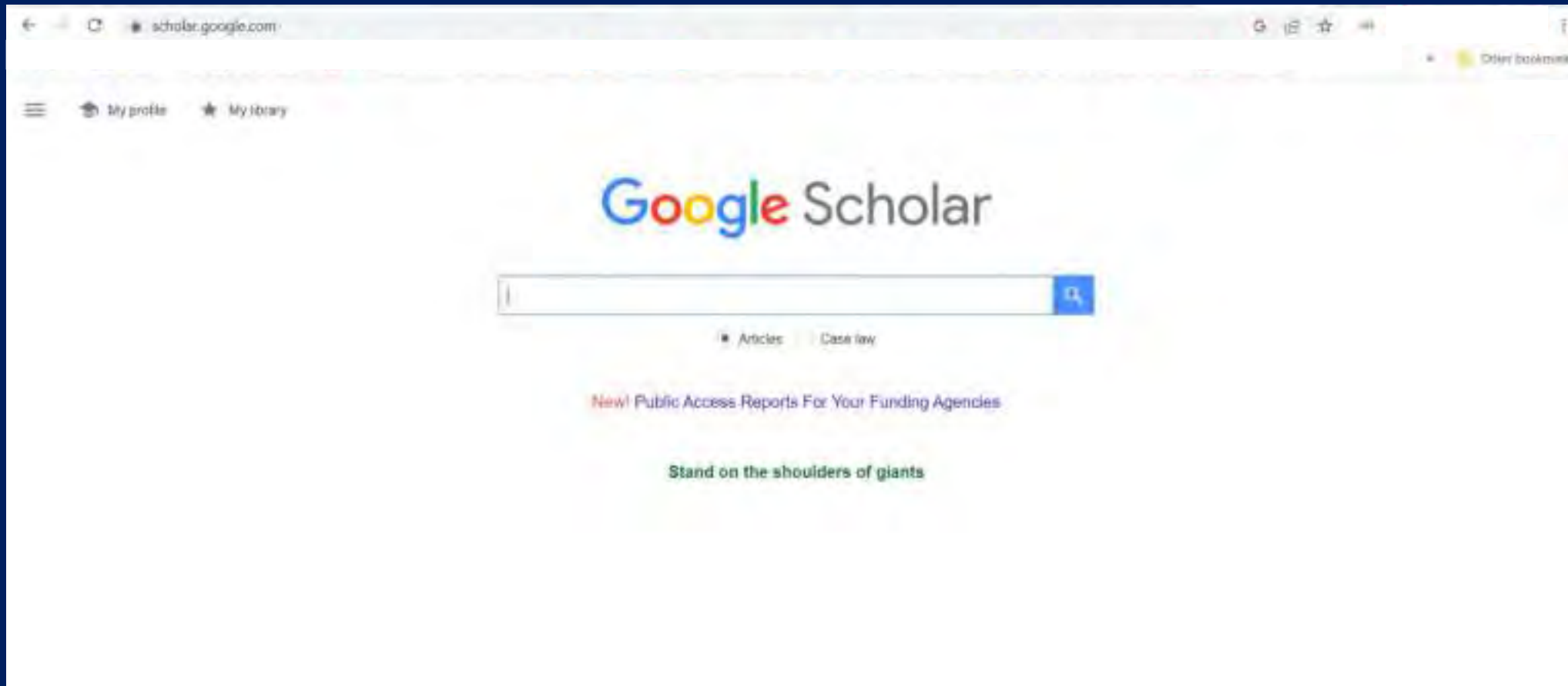
Online



Online



Online



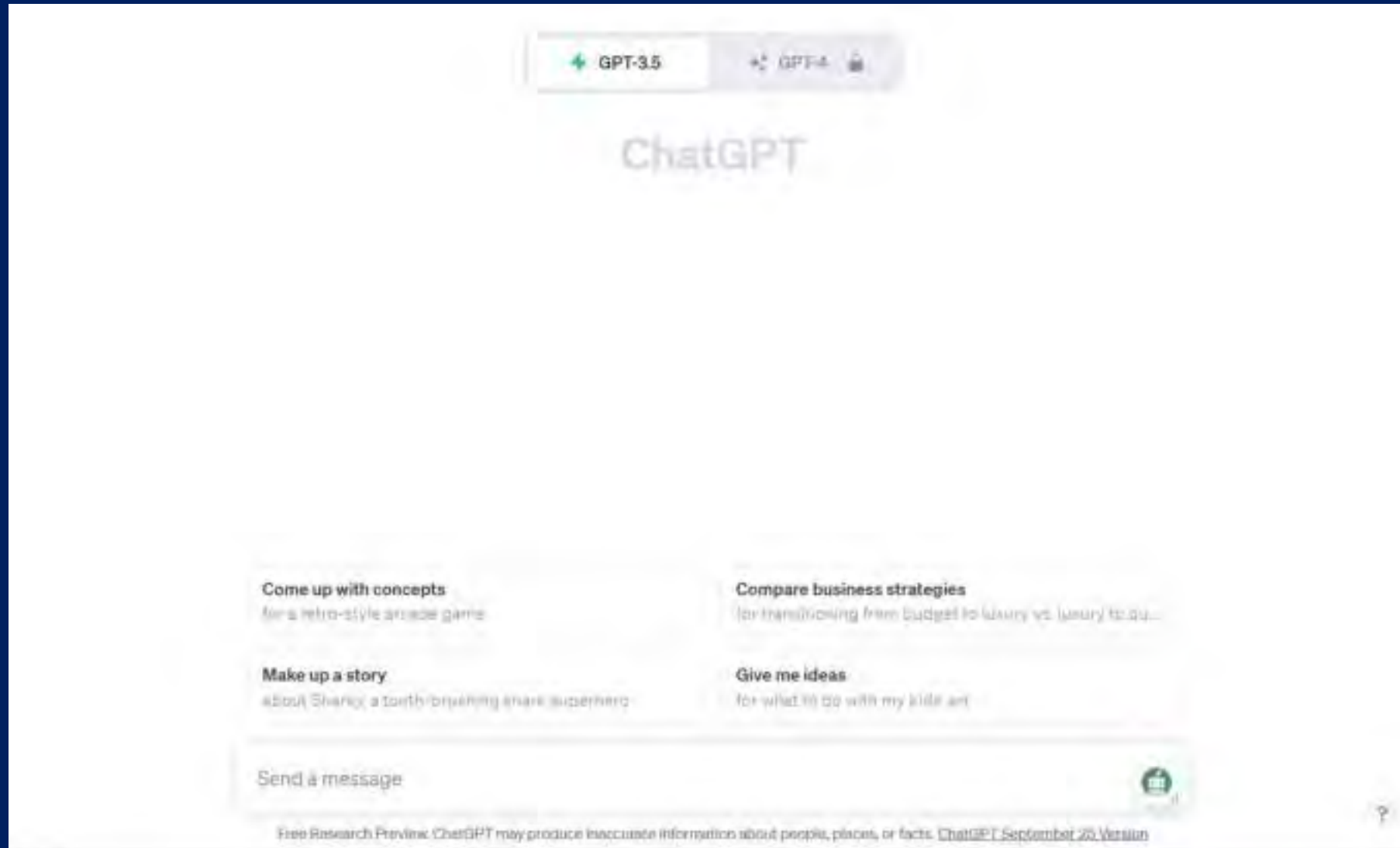
Online

The screenshot shows a Google Scholar search results page for the query 'scamper'. The search bar at the top contains the word 'scamper' and a magnifying glass icon. Below the search bar, the text 'Articles' is followed by 'About 25,300 results (0.02 sec)'. On the left side, there are filters for 'Any time' (with options: Since 2023, Since 2022, Since 2019, Custom range...), 'Sort by relevance' (with option: Sort by date), 'Any type' (with option: Review articles), and checkboxes for 'include patents' and 'include citations' (which is checked). There is also a 'Create alert' button. The main results list includes:

- [HTML] The SCAMPER technique** by O Serrat - Knowledge solutions: tools, methods, and approaches ... 2017 - Springer. The SCAMPER brainstorming technique uses a set of directed questions to resolve a problem (or meet an opportunity). It can also turn a tired idea into something new and ... ☆ Save Cite Cited by 155 Related articles All 10 versions [HTML] springer.com
- [BOOK] Scamper on: Games for imagination development** by B Eberle - 1996 - books.google.com. SCAMPER serves as the initial letter of word phrases that form an idea-spurring checklist. This checklist is the foundation of both Scamper and Scamper On ... a game called Scamper On ... ☆ Save Cite Cited by 584 Related articles All 4 versions
- Developing imagination through scamper.** by RF Eberle - Journal of Creative Behavior, 1972 - ERIC. Checklists—any form of questions or suggestions that stimulate ideation—have been found to be invaluable in the formation of creative ideas. Thus, the Scamper technique draws quite ... ☆ Save Cite Cited by 99 Related articles All 3 versions
- The effectiveness of SCAMPER technique on creative thinking skills** by M Ozyaprak - Journal for the Education of Gifted young scientists, 2016 - dergipark.org.tr. The findings of the study reveal that SCAMPER training significantly increased TCT-SCAMPER technique, since there is limited study about it. It is aimed to explore whether SCAMPER ... ☆ Save Cite Cited by 59 Related articles All 6 versions

At the bottom, there is a 'Related searches' section with 'scamper technique' and 'scamper problem solving' listed.

AI



AI

Default (GPT-3.5)

What is a business model canvass?

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."

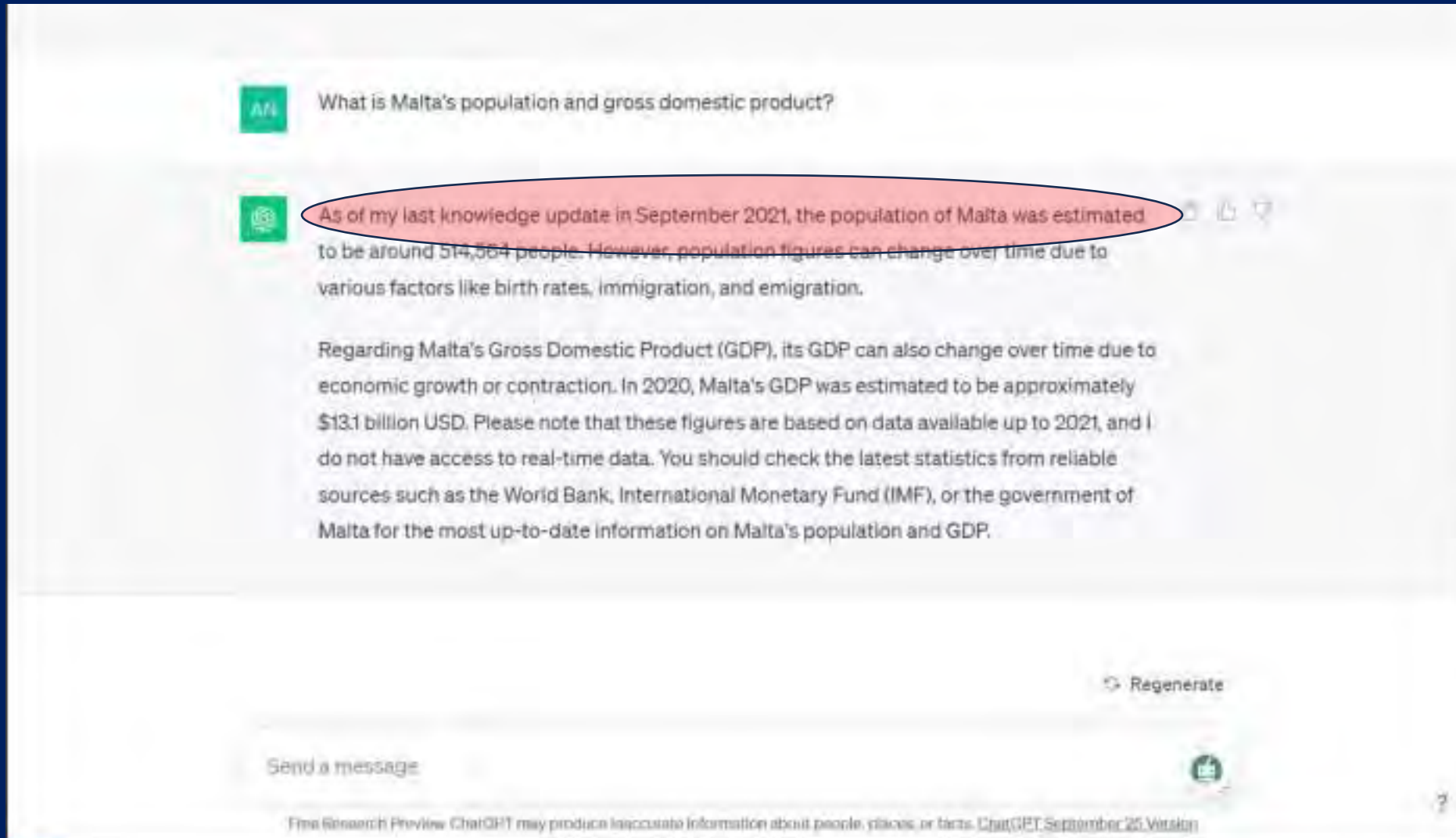
The Business Model Canvas consists of a visual framework divided into nine key building blocks:

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.
4. Customer Relationships: Describe how you intend to build and maintain relationships with

Send a message

Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. (ChatGPT September 25 Version)

AI



535,000

\$17.8 billion



The Rubric

Assignments Rubric					
	5 marks	4 marks	3 marks	2 marks	0 marks
Cover Page	Title, Student's Name, Teacher's Name, Course intake month and year, Submission Date, Neatly finished-no errors	Evidence of four	Evidence of three	Evidence of two or less	No cover page
Citations	All cited works, both text and visual, are done in the correct format with no errors.	Some cited works, both text and visual, are done in the correct format. Inconsistencies evident	Few cited works, both text and visual, are done in the correct format.	Not Applicable	No citations.
Appearance	Creative and attractive cover, clear organization, readable and neat, title page, table of contents.	Contains title page, table of contents	Poorly organized and difficult to read; lacking neatness.	No organization, missing significant criteria.	Absent structure and organization.
Support	Uses evidence appropriately and effectively, providing sufficient evidence and explanation to convince.	Begins to offer reasons to support its points, perhaps using varied kinds of evidence. Begins to interpret the evidence and explain connections between evidence and main ideas. Its examples bear some relevance.	Often uses generalizations to support its points. May use examples, but they may be obvious or not relevant. Often depends on unsupported opinion or personal experience, or assumes that evidence speaks for itself and needs no application to the point being discussed. Often has lapses in logic.	Depends on clichés or overgeneralizations for support, or offers little evidence of any kind. May be personal narrative rather than essay, or summary rather than analysis.	Uses irrelevant details or lacks supporting evidence entirely. May be unduly brief.
	61 - 80 marks	41 - 60 marks	21 - 40 marks	01 - 20 marks	0 marks
Content	Excels in responding to the assignment question. Interesting, demonstrates sophistication of thought. Central idea is clearly communicated, worth developing; limited enough to be manageable. Assignment recognizes some complexity of the subject; may acknowledge its contradictions, qualifications, or limits and follow out their logical implications. Understands and critically evaluates its sources, appropriately limits and defines terms.	A solid assignment, responding appropriately to the question. Clearly states a central idea, but may have minor lapses in development. Begins to acknowledge the complexity of central idea and the possibility of other points of view. Shows careful reading of sources, but may not evaluate them critically. Attempts to define terms, not always successfully.	Adequate but weaker and less effective, possibly responding less well to assignment question. Presents central idea in general terms, often depending on platitudes or clichés. Usually does not acknowledge other views. Shows basic comprehension of sources, perhaps with lapses 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 assignment question. May be too vague or obvious to be developed effectively. Student may misunderstand sources.	Does not respond to the assignment question, lacks a central idea, and may neglect to use sources where necessary.

The Rubric

Assignments Rubric 

	5 marks	4 marks	3 marks	2 marks	0 marks
Cover Page	Title, Student's Name, Teacher's Name, Course intake month and year, Submission Date, Neatly finished no errors	Evidence of four	Evidence of three	Evidence of two or less	No cover page
Citations	All cited works, both text and visual, are done in the correct format with no errors	Some cited works, both text and visual, are done in the correct format. Inconsistencies evident	Few cited works, both text and visual, are done in the correct format	Not applicable	No citations
Appearance	Creative and attractive cover, clear organization, readable and neat, title page, table of contents	Contains title page, table of contents	Poorly organized and difficult to read, lacking neatness	No organization, missing significant criteria	Absent structure and organization

Submission Order

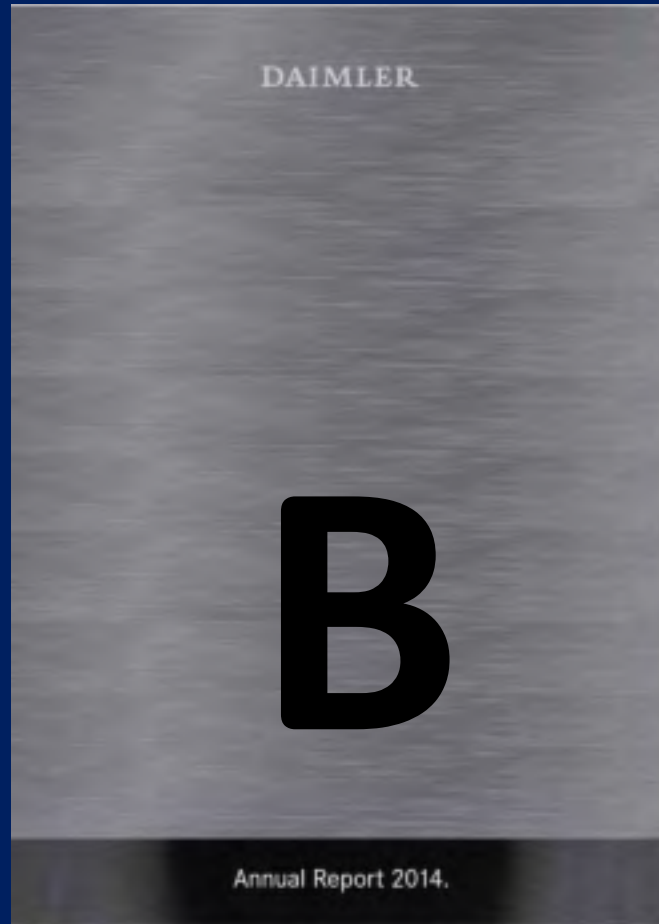
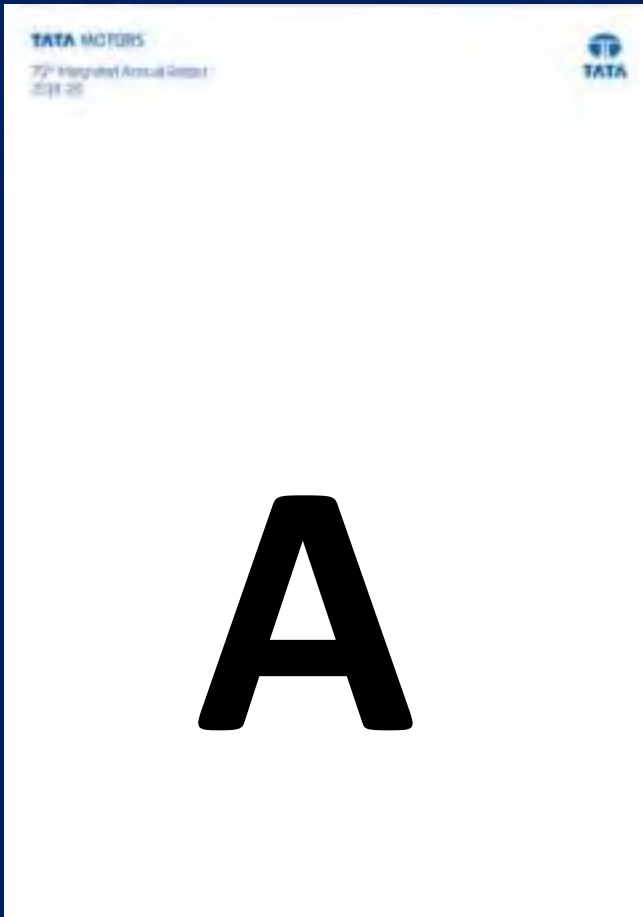
- Assignment Submission Form - indicate question you are answering
- Cover Page
- Contents Page
- Answer
 - Times New Roman
 - Size 12
 - 1.5 line spacing
 - Justified
- References



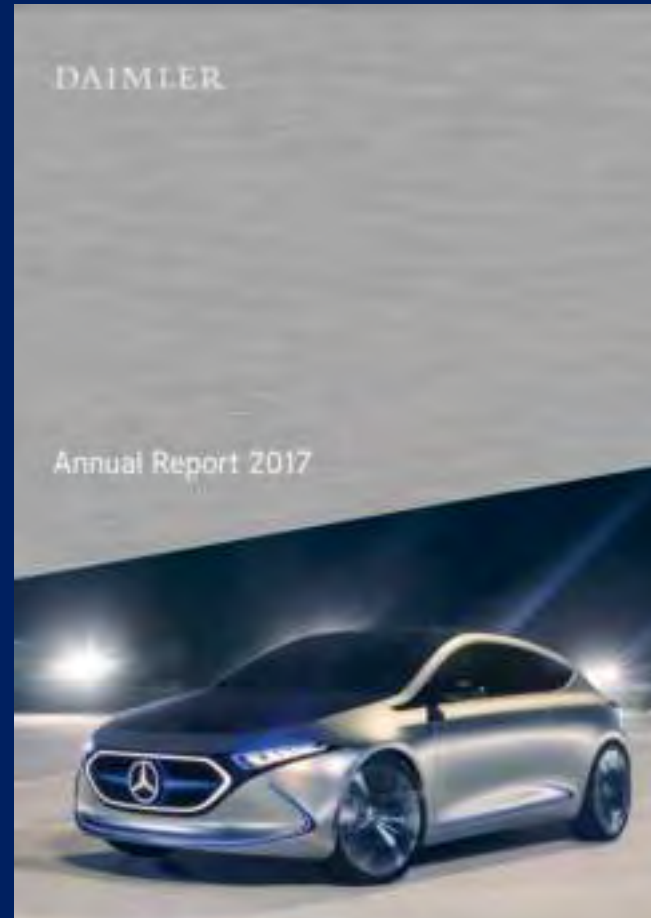
Choose a free car



From the cover page of the Annual Report



The Annual Report of a reputable car manufacturer

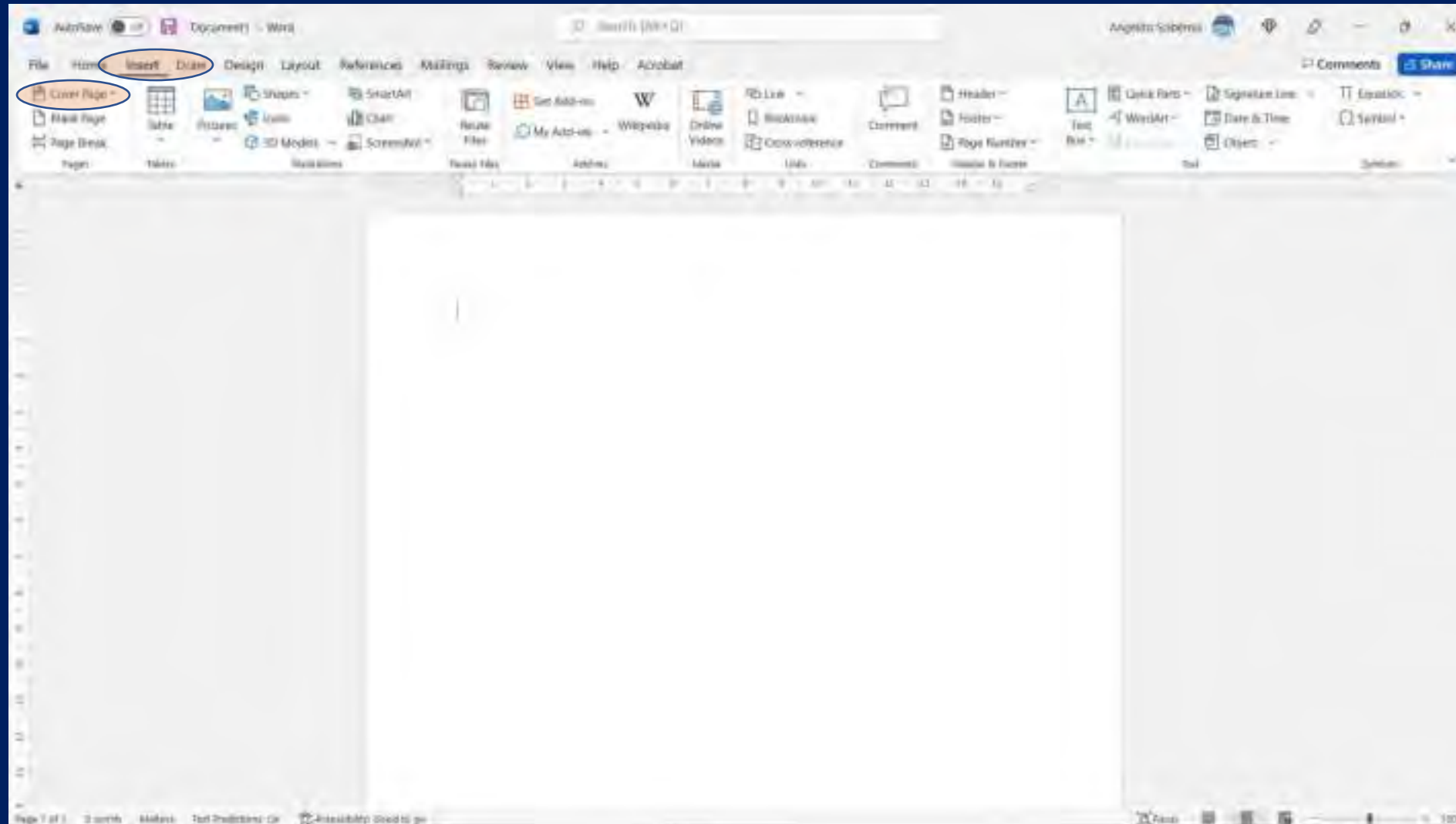


Your Assignments

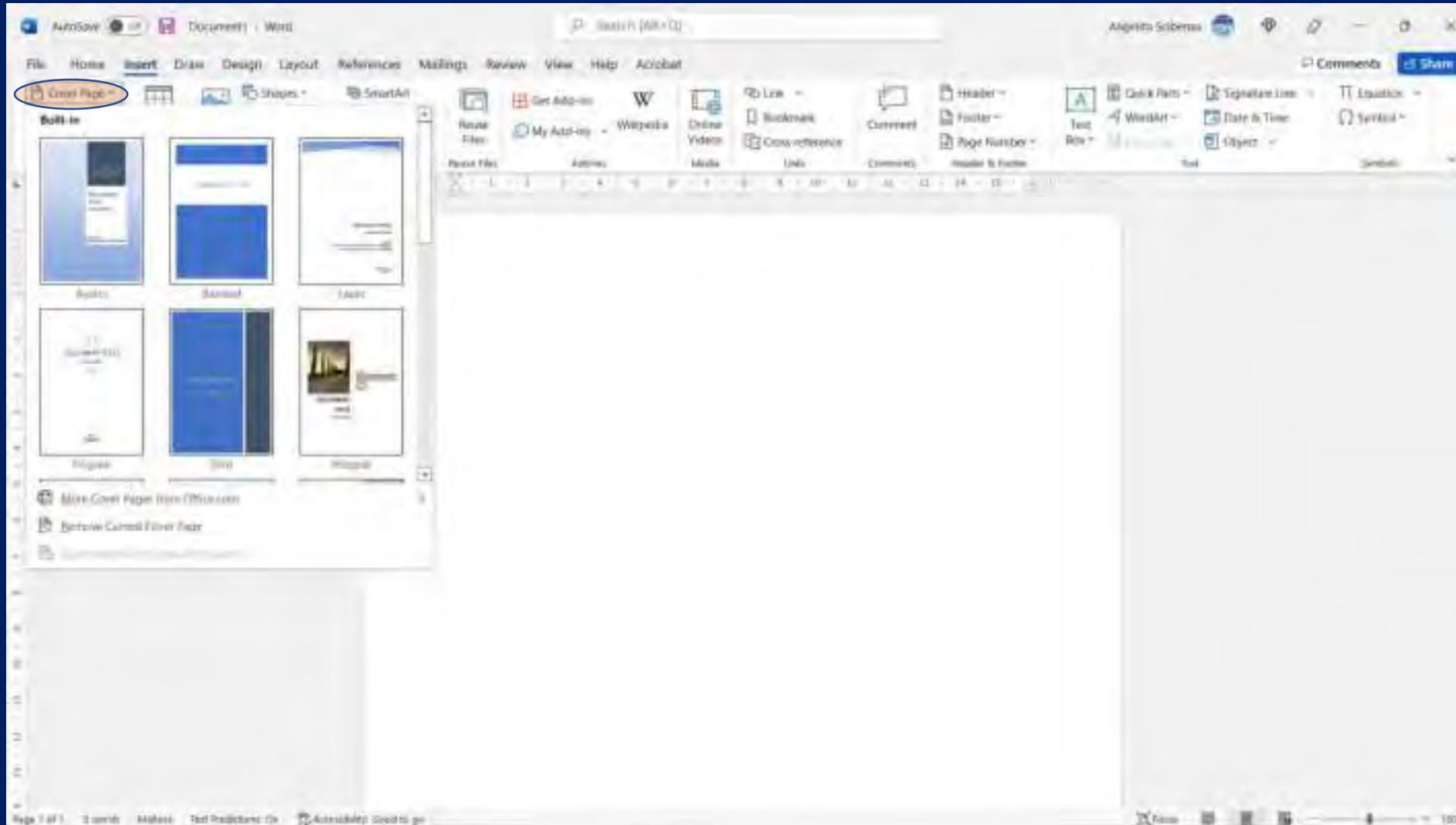
The function of a title or cover page is that it allows the reader to identify your work at a glance, but it can also help your assignments to look neater and more professionally put-together.



Cover Page



Cover Page



Cover Page

	5 marks
Cover Page	Title, Student's Name, Teacher's Name, Course Intake month and year, Submission Date. Neatly finished-no errors



The cover page template features a blue header with a white geometric design. The main body is white. The title and subtitle are centered in blue. The abstract is centered in a light blue box. The footer includes the 21 Academy logo and website address.

[Document title]

[Document subtitle]

Abstract

Undergraduate Diploma in Business Administration

Undergraduate Diploma in Digital Marketing

21 Academy

www.21Academy.education

Cover Page

	5 marks
Cover Page	Title, Student's Name, Teacher's Name, Course Intake month and year, Submission Date. Neatly finished-no errors

28/02/2023

FINANCIAL ACCOUNTING

Principles and Concepts

MODULE / PROGRAM / SUBJECT
INSTRUCTOR / TAP / AUTUMN / WINTER
TOTAL WORD COUNT / ELL

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

Page 1

The Essay

After determining an essay's topic, a student will need to analyse the topic, find information, evaluate these resources and present the information in essay format. (TAFE SA 2014a). Requirements for essays can vary, but will generally include an introduction, body, conclusion and reference list (TAFE SA 2013). The completed essay will then provide evidence to the assessor of the student's research and learning (Hill Campbell 2014).

The first step is to carefully analyse the topic in order to fully understand what is and is not required from the essay (Spurr n.d.). Usually a topic will be designed to give students an opportunity to develop an argument and the essay should generally agree or disagree with the central idea (Dawson 2013). Carrodus (2002) stresses to ensure relevance: 'answer the question, the whole question and nothing but the question'.

Next, resources on the topic should be gathered from a variety of sources such as websites, books, newspaper or journal articles (Summers & Smith 2010). Lecture notes should only be referred to with the agreement of the lecturer (TAFE SA 2014b) and need only be given an in-text citation as these are considered a personal communication (TAFE SA 2013). A quick evaluation of each resource should be undertaken to establish that the information is up-to-date, relevant, and from a reputable author (Dawson 2013). The student should question whether the author's points are backed up by adequate and convincing evidence and why the author might have published this work (Hill Campbell 2014).

After reading these resources, the student can form an educated opinion and begin to plan the flow of their essay (Jackson et al. 2000). The essay should be typed and include any specified formatting such as page numbering, appropriate headers, footers and a cover sheet (Spurr n.d.). Points made should be supported with quotes, statistics or records from the time (Carrodus 2002), which according to copyright law must all be referenced (Commonwealth Amendment (Moral Rights) Act 2000, Dawson 2013, p. 106). At TAFE SA the Harvard system of referencing is required (TAFE SA 2014b).

The introduction should comprise about 10% of the essay's word count (TAFE SA 2014a) to establish an overall point and provide any background information.

The body of the essay will contain several paragraphs, each paragraph dedicated to an argument or fact, and each subsequent paragraph building support for the point of view being suggested (Levin 2004). This section should take about 80% of the word count (TAFE SA 2013).

The essay should end with a clear and concise statement (Dawson 2013) that sums up the argument and matches the point of view expressed in the introduction (TAFE SA 2014a).

On completion of the draft essay, a student should proofread their work for spelling and grammar (Jackson et al. 2000) and re-read the topic to double check that the essay has not strayed from the points being assessed (Carrodus 2002).

An appropriately formatted and well-researched essay serves not only as a tool for learning assessment, but develops ability to build an educated argument in a strong form of communication essential in many careers (Summers & Smith 2010).

Page 2

References

Carrodus, G 2002, 'How to write a great history essay', *The Age*, 21 March 2002, viewed 16 July 2014, <<http://www.theage.com.au/articles/2002/03/21/1016600121034.html>>.

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Dawson, C 2013, *Best study skills: a practical guide to learning for all students*, Cengage & Robinson, PreQuest Ebook Central.

Hill Campbell, K 2014, 'Beyond the five-paragraph essay', *Educational Leadership*, April 2014, vol. 71, issue 7, pp. 68-69, MasterFILE Premier.

Jackson, J, Moran, T, Saunders, H & Archer, R 2000, *Writing skills*, Dorling Kindersley, London.

Levin, P 2004, *Write great essays: reading and essay writing for undergraduates and taught postgraduates*, Open University Press, Maidenhead, UK.

Spurr, B n.d., *Successful essay writing for senior high school: college and university*, New Frontier Publishing, Epping, NSW.

Summers, J & Smith, B 2010, 'Essay writing', in *Communication skills handbook*, 3rd edn, John Wiley & Sons Australia, Milton, Qld.

TAFE SA 2013, 'Structure of an essay', *My information skills: how do I present it?*, viewed 16 July 2014, <<http://talassa.libguides.com/content.php?pid=421835&tid=3448767>>.

TAFE SA 2014a, 'Doing assignments: essay writing', *TAFE SA library guides*, viewed 15 July 2014, <<http://talassa.libguides.com/content.php?pid=272877&tid=2256239>>.

TAFE SA 2014b, *Essay writing: study guide*, TAFE SA, Adelaide.

End-text citations
in a reference list

In-text citations

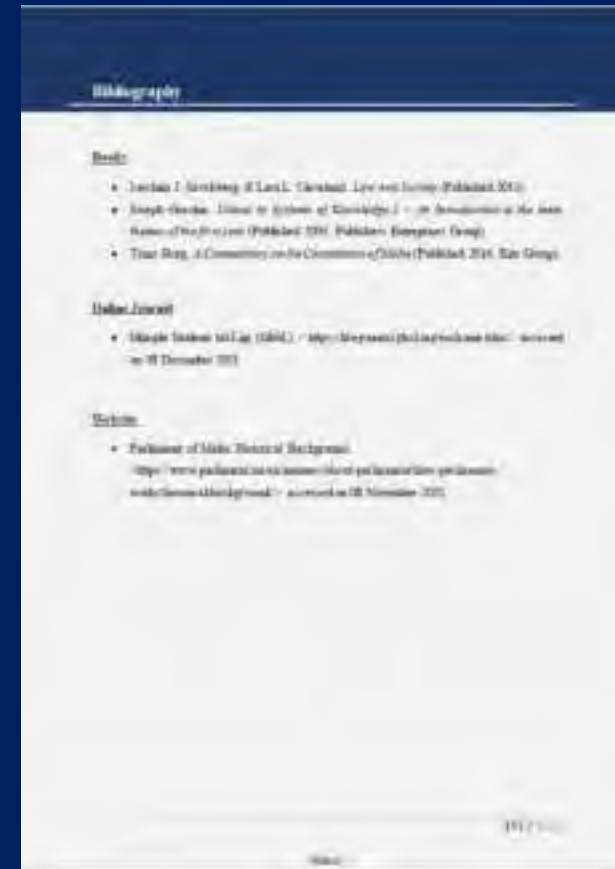
Referencing System

Reference & Bibliography



&

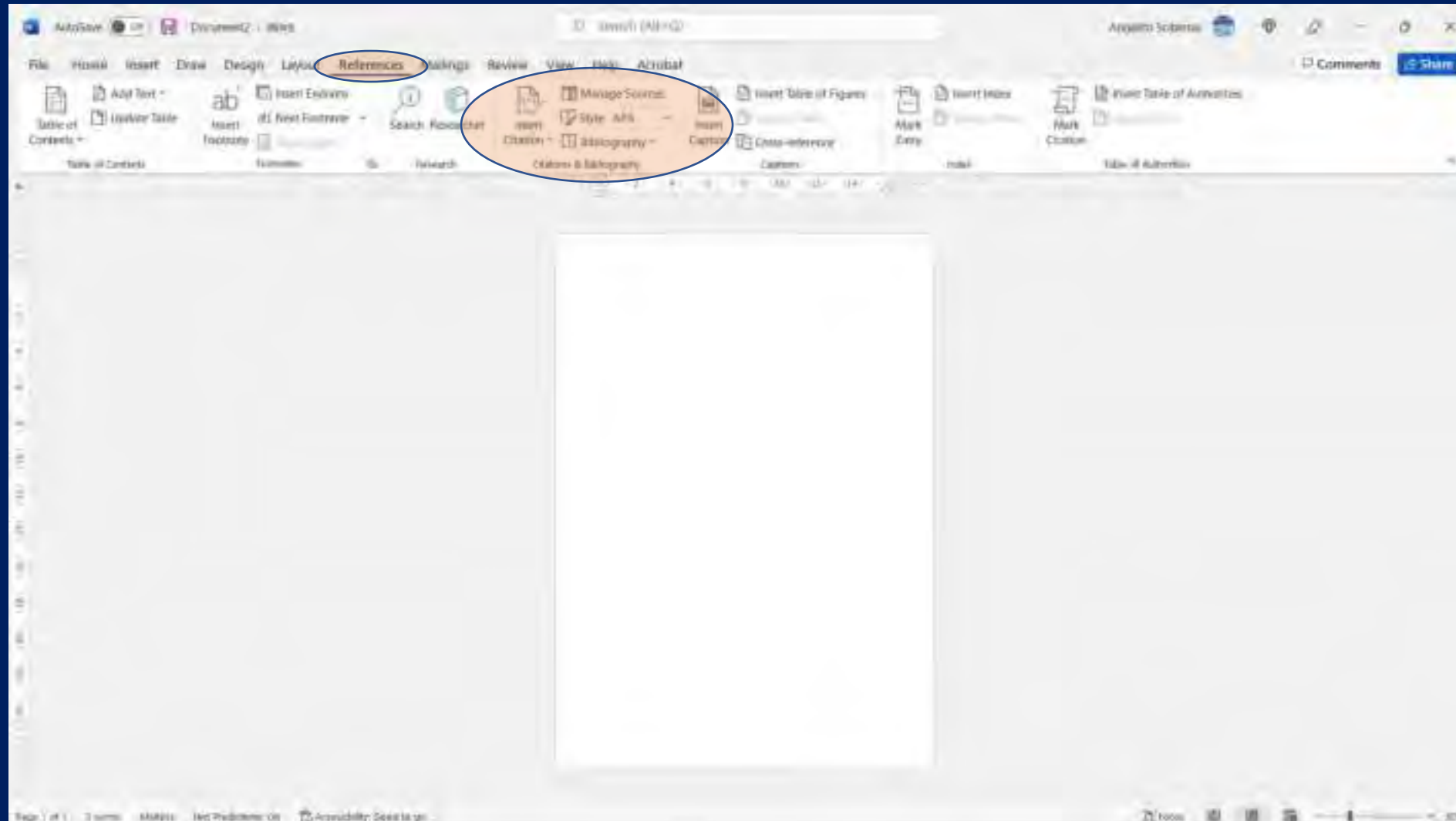
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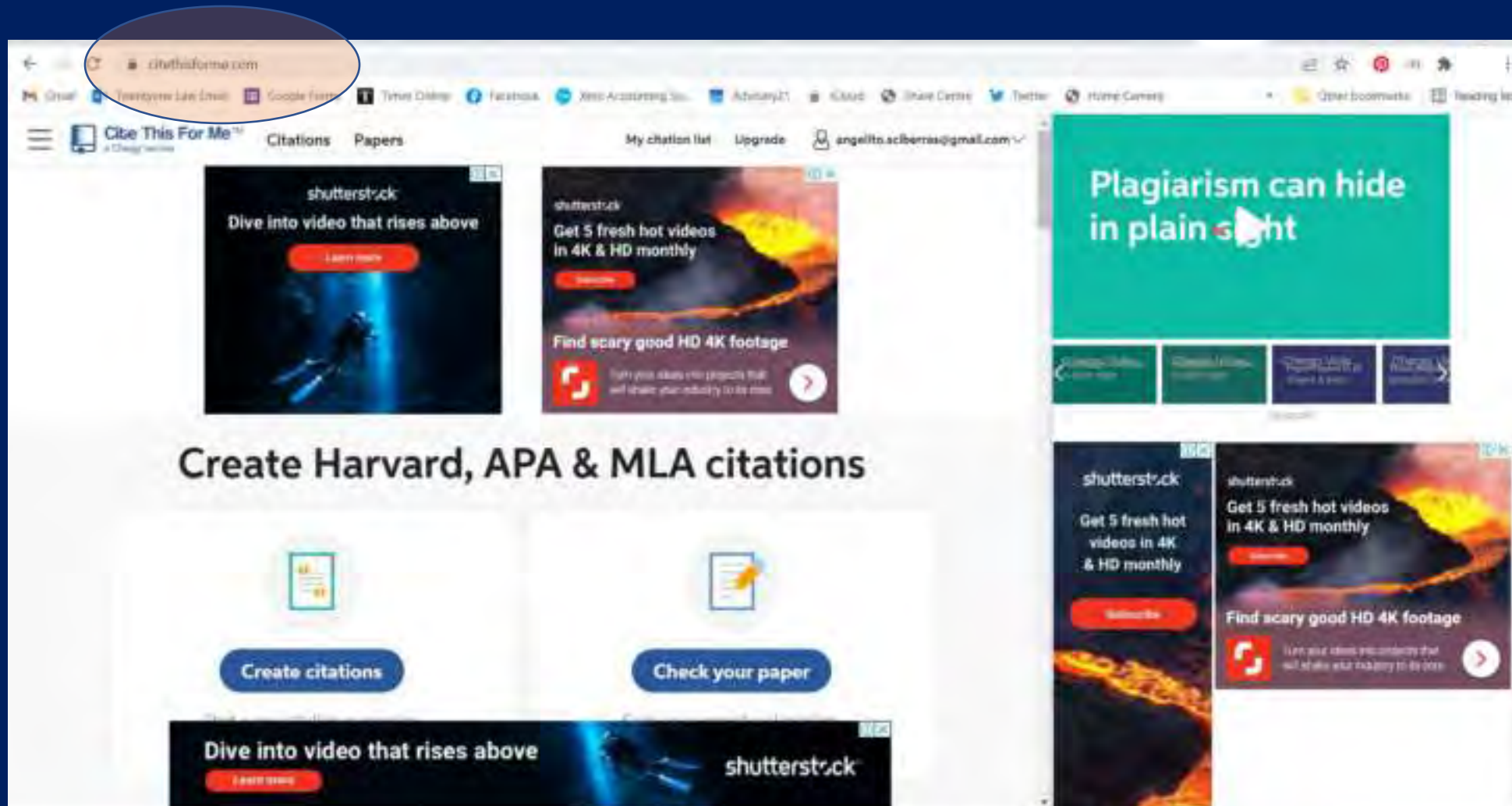
Harvard Referencing



Referencing System



Referencing System



Referencing System

citethisforme.com



Cover Page

Appearance	Creative and attractive cover, clear organization, readable and neat, title page, table of contents.
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Font

Times New Roman

Font Size

Text - 12pt

Titles - 14pt

Line Spacing

1.5

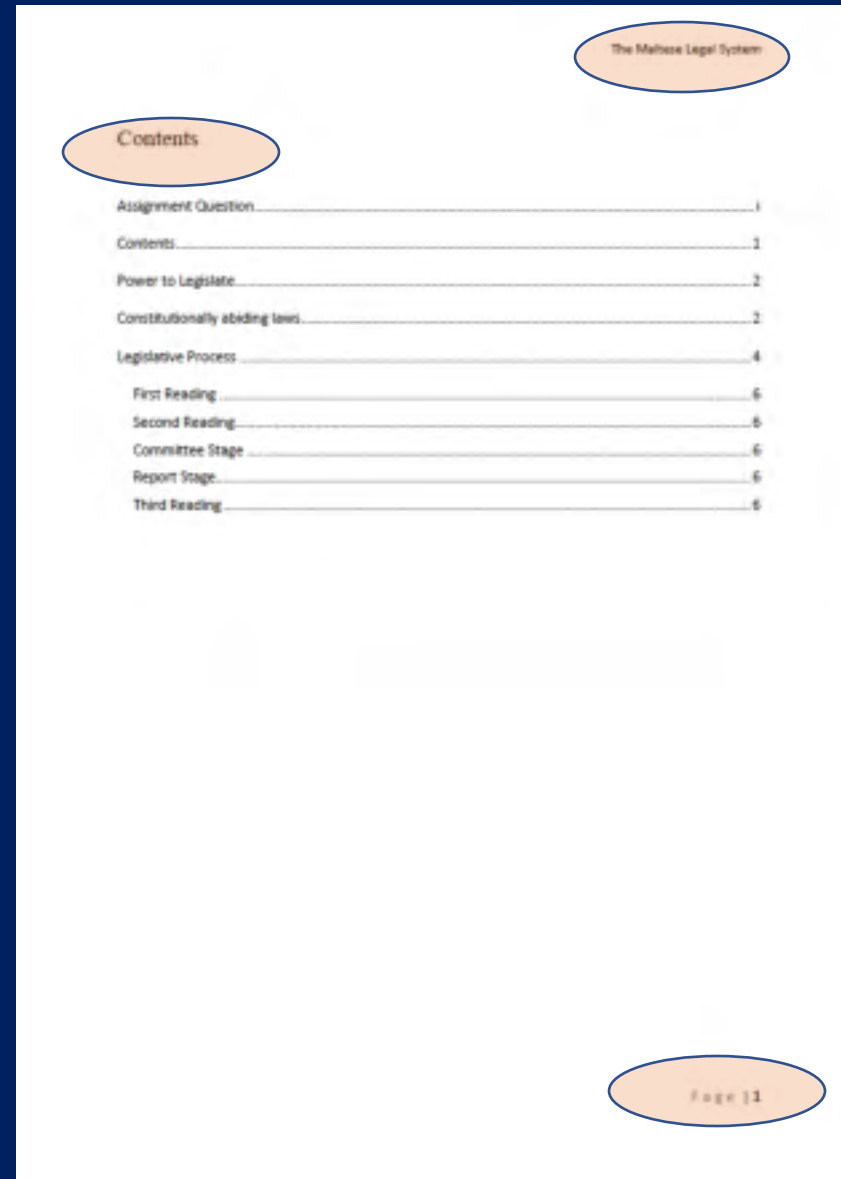
Justified

Page Numbering

Table of Contents

Appearance

Creative and attractive cover, clear organization, readable and neat, title page, table of contents.




The Maltese Legal System

Contents

Assignment Question	i
Contents	1
Power to Legislate	2
Constitutionally abiding laws	2
Legislative Process	4
First Reading	6
Second Reading	6
Committee Stage	6
Report Stage	6
Third Reading	6

Page | 1



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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

1. Heading

1.1 Sub Heading

1.1.1 Sub Sub Heading



Assignment

https://www.advisory21.com.mt/wp-content/uploads/2024/10/2466663768-Assignment_Redacted.pdf



Assignment

- *Maximum score* *100*
- *Weighted* *55*





Reflective Notes

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



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

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



Reflective Notes

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



Reflective Notes

What did I Learn?

I learned that each industry uses digital marketing differently to build their brand. Nike, Apple, McDonald's, and Goldman Sachs all have their own strategies. It's not just about putting out ads—it's about connecting with customers. Nike works with influencers, while McDonald's focuses on personalized deals through their app. Tools like SEO and content marketing help companies reach more people and keep them interested. What really stood out was how each company adapts these tools to fit their own style. This shows us that digital marketing can be flexible and work in many ways, depending on the brand's goals.

Reflective Notes

What went well?

I felt that our group did well in breaking down and explaining the strategies used by brands across retail, technology, food and beverage, and finance. The analysis of Nike's focus on influencers and how it creates a community was clear. I also liked how I discussed Apple's approach to innovation and simplicity, which really helps them stand out as a premium brand. McDonald's use of its mobile app and location-based marketing made sense to us as a way to keep customers engaged. Finally, our explanation of how Goldman Sachs uses content to build trust was informative. The balance between the different strategies in each industry made the presentation flow well. It was easy for the audience to understand how digital marketing can vary so much from one industry to another.

Reflective Notes

What could I have done better?

I could have made improvements within a few aspects of the assignment; First of all, I did not elaborate enough on the issue of how brands act on the new trends of the market. Furthermore, the addition of some real-life ads or campaigns and more illustrations such as graphs or charts would have also made the presentation more informative. The effectiveness of these strategies could have been presented with the help of more information on the results of the campaign. I also did not focus a lot of our time on the different forms of paid marketing. Lastly, a more visual example in the form of videos would have enriched the presentation even more.

Reflective Notes

Long-term implications

From what I have discovered, it is clear that in the present day's digital world, industries and brands must design their promotional methods to further entice consumers. For instance, Nike makes use of influencers in order to create a good base and relate with the customers. In comparison, Apple employs clean-shaven campaigns pointing towards its innovation and the brand's exclusivity for the superior end audience. Currently, McDonald's targets developing customer retention by sending promotional codes to the McDonald's application and offering its users to visit restaurants more often. On the other hand, Goldman Sachs establishes legitimacy by delivering valuable financial analysis and opinion leadership thereby establishing the firm as an authority and key player in the financial industry. This shows that none of the above strategies can work for all industries. Instead, the success lies in tailoring the strategies by first knowing the needs and target audience of the brand. Some of the factors include; uniformity in the communication, variation according to the tastes of customers and quality of the interaction. Therefore, it is possible to consider that the application of these insights will be critical to creating the appropriate kind of marketing campaigns to create good brand value for an industry.

Reflective Notes

- *Maximum score* *50*
- *Weighted* *10*





Next Session

Make sure that you get your lap-tops with you and that they have office installed



Introduction Session 03

Lecture Title: Undergraduate Diploma

Lecturer: Mr Angelito Sciberras

Date: 03 April 2025

