Introduction Session 03

Lecture Title: Undergraduate Diploma

Lecturer: Mr Angelito Sciberras

Date: 2 July 2025

~~Monday 30 June 2025~~	~~Introductions~~ ~~The Academy~~
~~Tuesday 1 July 2025~~	~~Staying in Malta~~
Thursday 3 July 2025	The Study Programme Assignments Presentations Reflective Diary
Friday 4 July 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 Hours [1] 306 (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)	Supervised Placement and Practice Hours 48 (During these hours the learner is supervised, coached, or mentored. Tutorial hours may be included here)
Self-Study Hours 836 (Estimated workload of research and study)	Assessment Hours 310 (Examinations/ presentations/ group work/ projects, etc.)

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

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

In-between Modules: No Tuesday/Wednesday Session

Summer Recess: 01 August 2025 - 16 August 2025

Christmas Recess: 22 December 2025 - 5 January 2026

Easter Recess: 30 March 2026 - 12 April 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	Face to Face Hours - 41 hours
Session 05:	Saturday	8 hours	
Session 06:	Wednesday	3 hours	
Session 07:	Saturday	8 hours	
Session 08:	Wednesday	3 hours	Self-Assessment Sitting 2
Session 09:	Saturday	3 hours	Supervised Hours (about assessment methods)
Session 10:	Wednesday	3 hours	
Session 11:	Saturday	3 hours	Presentations

Monday sessions: 09:30 to 12:30hrs

Modules & Time Table

Session 01:	Saturday	8 hours	Self-Assessment Sitting 1
Session 02:	Tuesday	3 hours	
Session 03:	Saturday	8 hours	
Session 04:	Tuesday	3 hours	Face to Face Hours - 41 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

Thursday sessions: 09:30 to 12:30hrs

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*

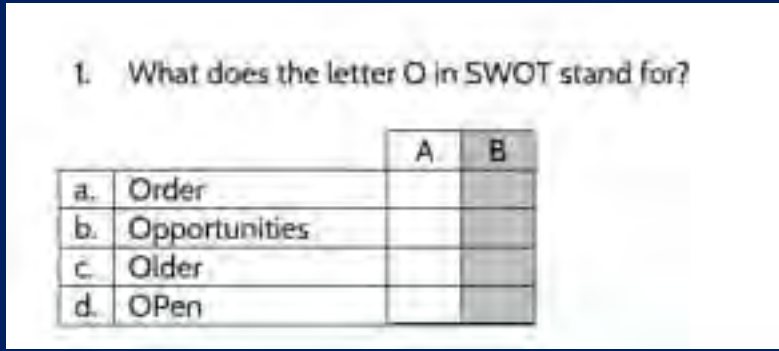
Undergraduate Diploma in Business Administration
Undergraduate Diploma in Digital Marketing

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		
b.	Opportunities		
c.	Older		
d.	OPen		

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 O 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

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1 1

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a.	Order		
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d.	OPen		

1 -2

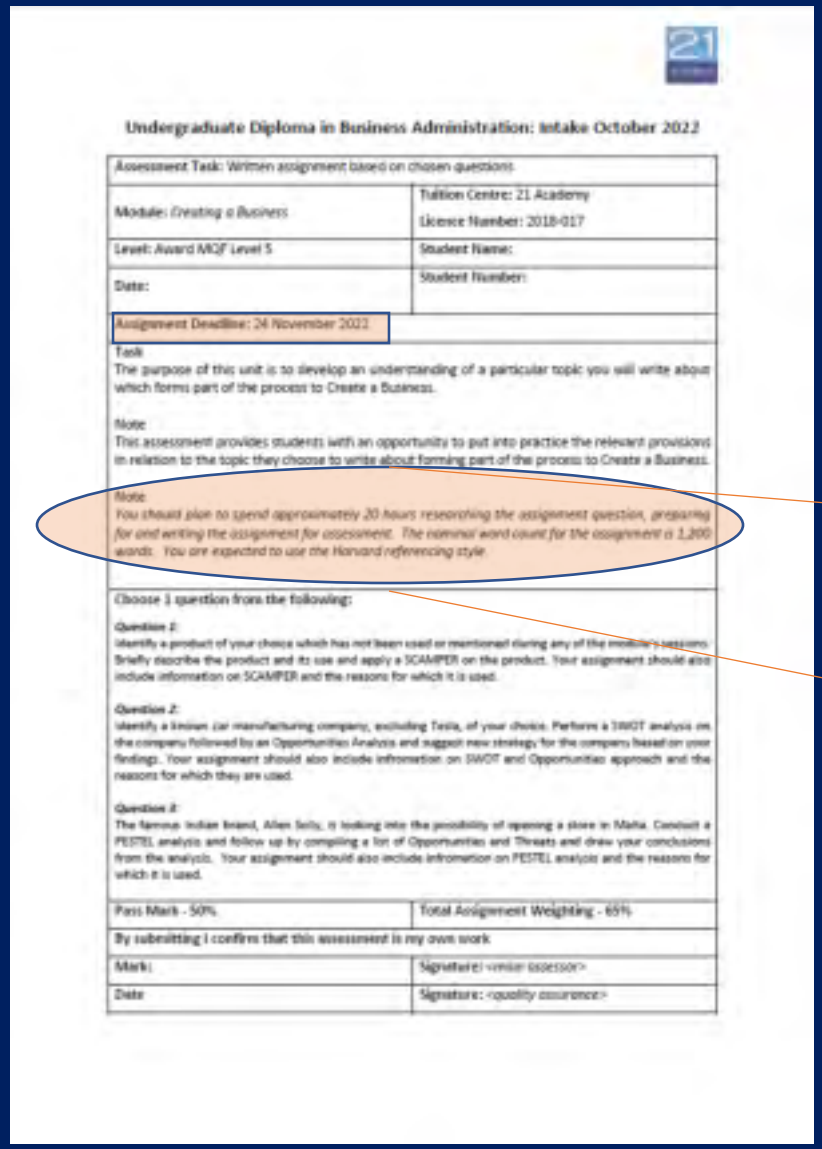
Self Assessment

- *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	

Task
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.

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 1,200 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 session'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.

Pass Mark - 50%	Total Assignment Weighting - 65%
By submitting I confirm that this assessment is my own work	
Mark:	Signature: <venue assessor>
Date	Signature: <quality assurance>

- Assignment Submission Form
  - the due date
  - the word limit

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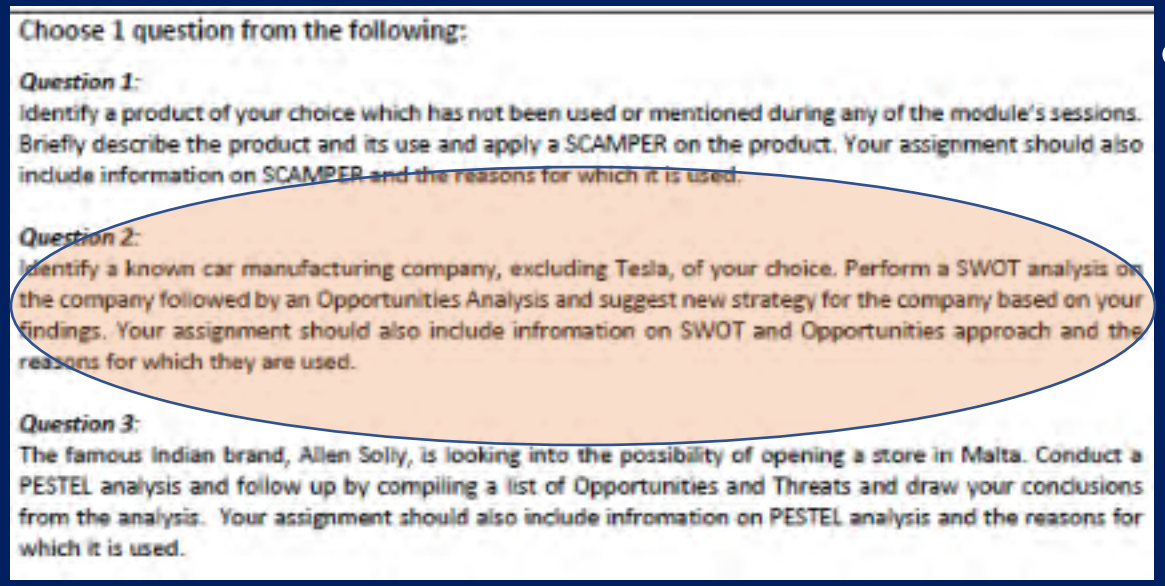
Student's understanding of the subject



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- 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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Mark:	Signature: <main assessor>
Date:	Signature: <quality assurance>

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

Assignment Questions

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

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
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Preparing Assignments

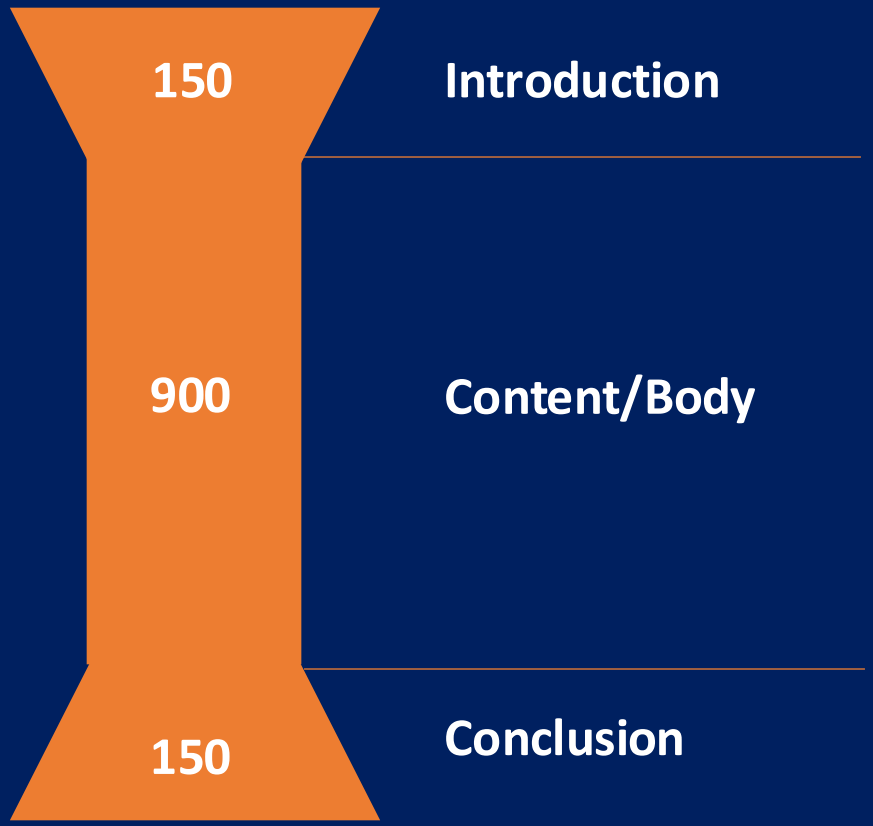
Writing & Submitting your Assignment

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



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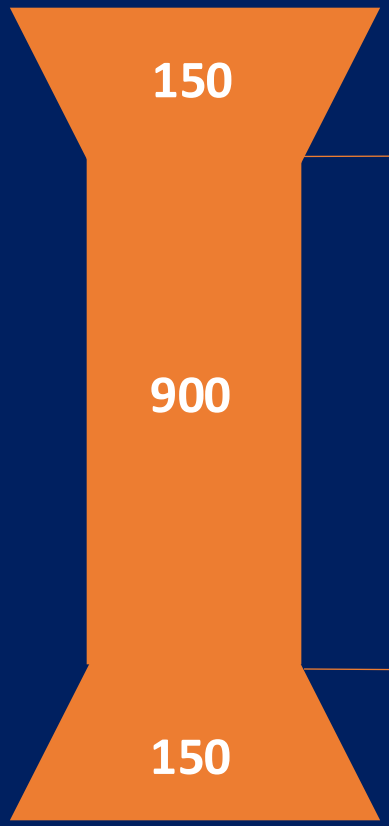
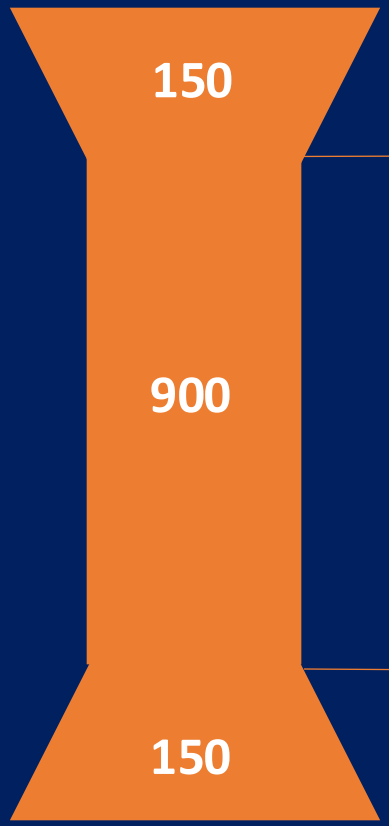
Assignment Plan



Introduction	PAST	ASSERTIVE - Facts
Content/Body	PRESENT	DISCUSS - Research & Thoughts
Conclusion	FUTURE	SUGGEST - Closure

Assignment Plan



Introduction

Content/Body

Conclusion

SCAMPER

What is SCAMPER and use

Product and its use
Apply SCAMPER

Benefits of the new product

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

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 November2022	09:00 to 17:00hrs	Presentation 07	Management & Business Plan
Lecture 08	09 November2022	17:30 to 20:30hrs	Presentation 08	
Lecture 09	12 November2022	09:00 to 12:00hrs	Presentation 09	
Lecture 10	16 November 2022	17:30 to 20:30hrs		
Lecture 11	19 November2022	09:00 to 12:00hrs		

Resource Centre

- Johnson, S., 2005. Who moved my cheese?. London: Vermilion.
- 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.

Lecture 2 - **Opportunities Part 1**

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

Core Reading List

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

Supplementary Reading List

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

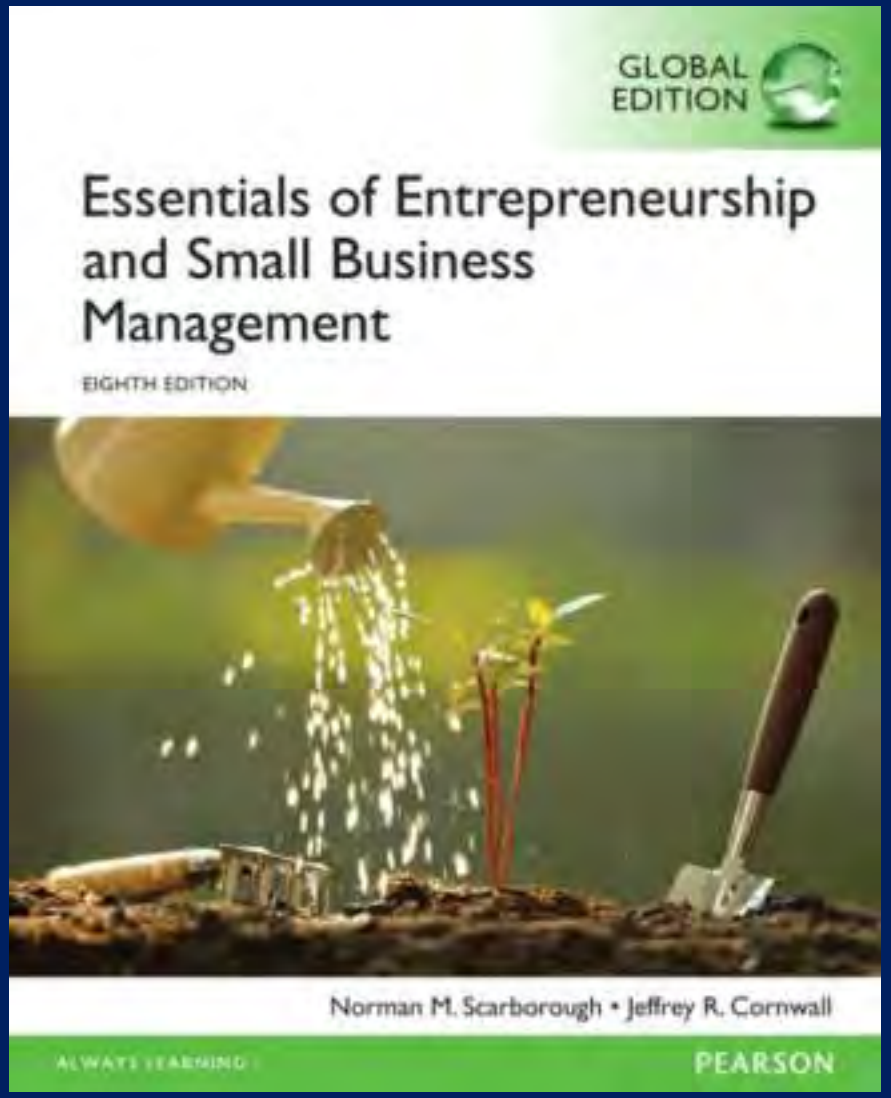
Lecture Notes/Slides

Undergraduate Diploma in Business Administration
Undergraduate Diploma in Digital Marketing

Lecture Notes/Slides

Overview

Books - suggested reading lists



Text Scanner OCR

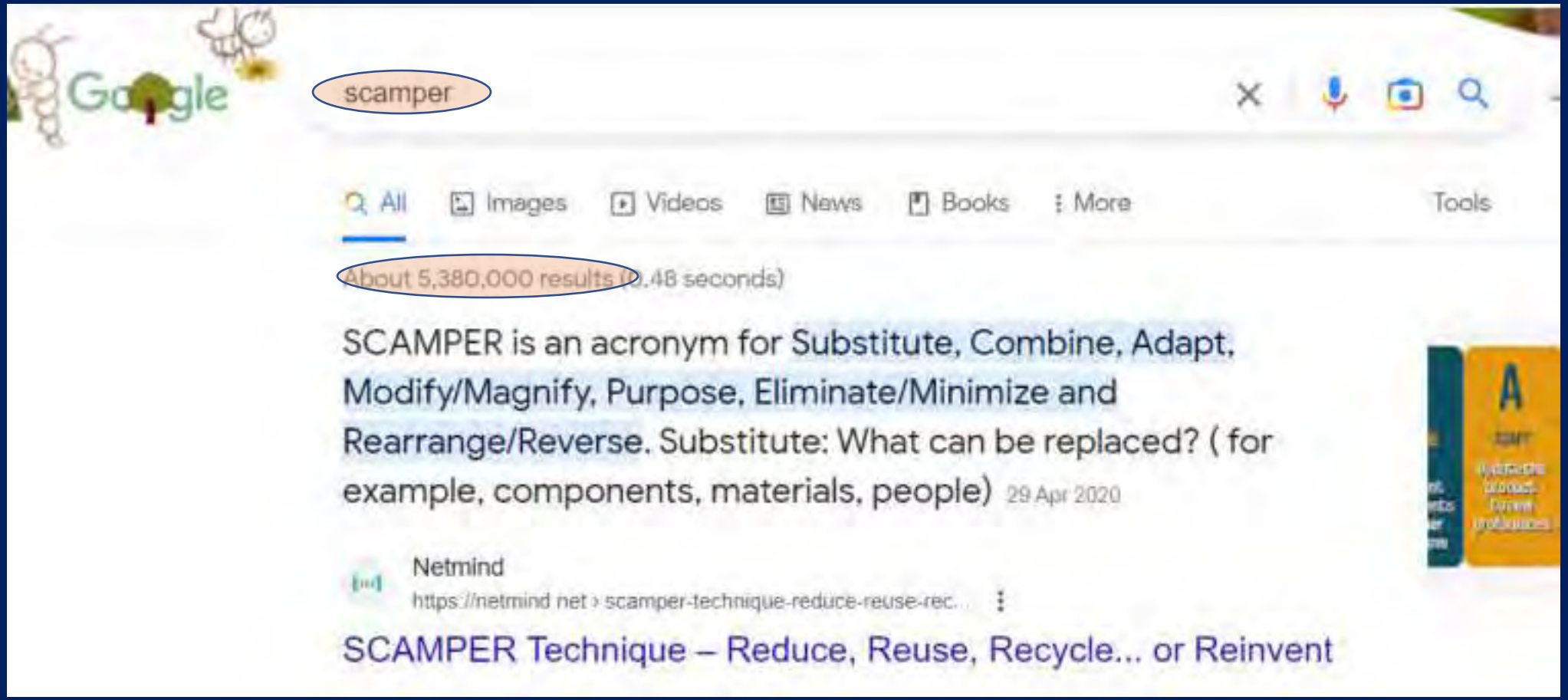
Online

Google Scholar

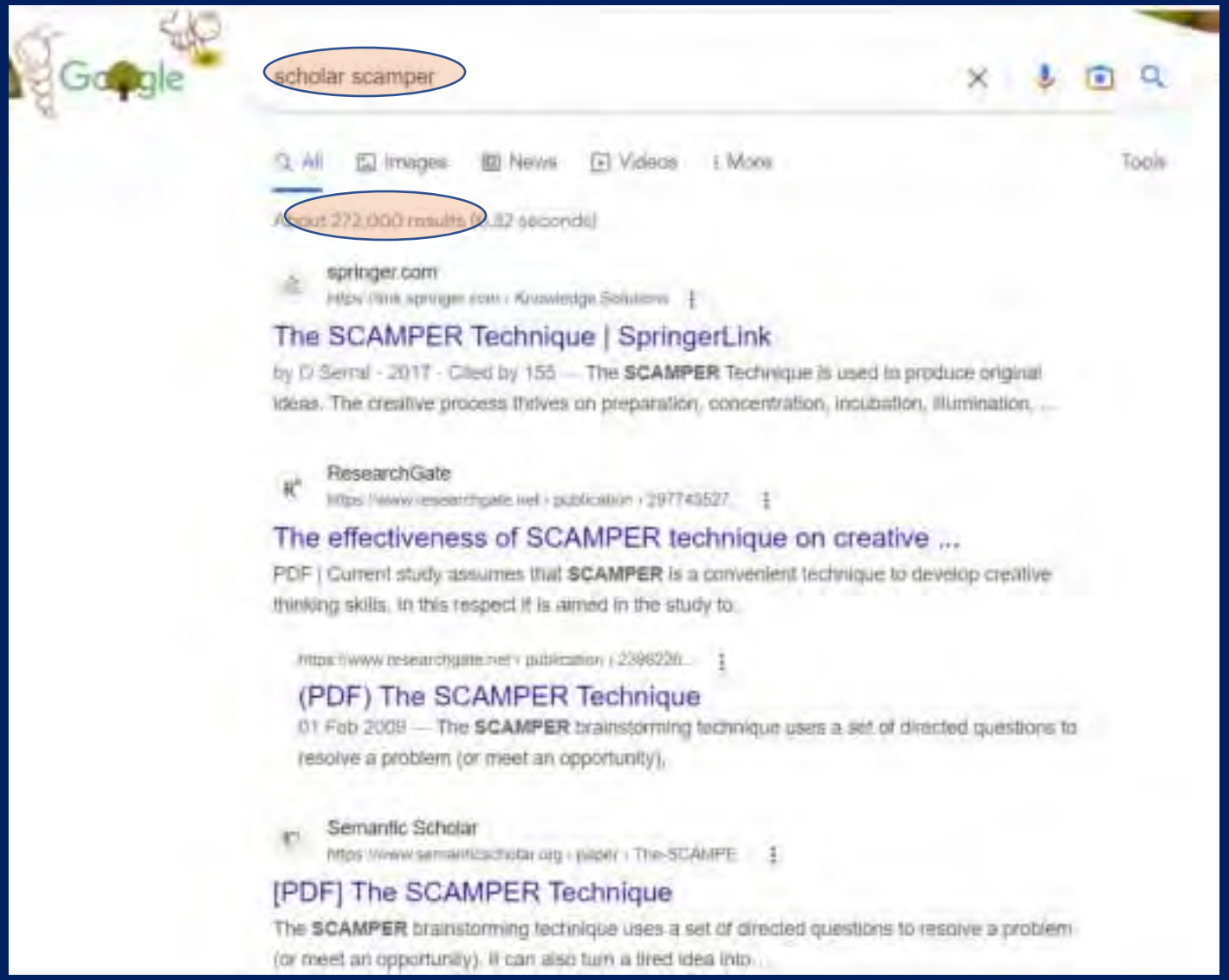
Online

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

Online


Google
scamper
All
Images
Videos
News
Books
More
Tools
About 5,380,000 results (0.48 seconds)
SCAMPER is an acronym for Substitute, Combine, Adapt, Modify/Magnify, Purpose, Eliminate/Minimize and Rearrange/Reverse. Substitute: What can be replaced? (for example, components, materials, people) 29 Apr 2020
Netmind
https://netmind.net › scamper-technique-reduce-reuse-rec...
SCAMPER Technique – Reduce, Reuse, Recycle... or Reinvent

Online


Google
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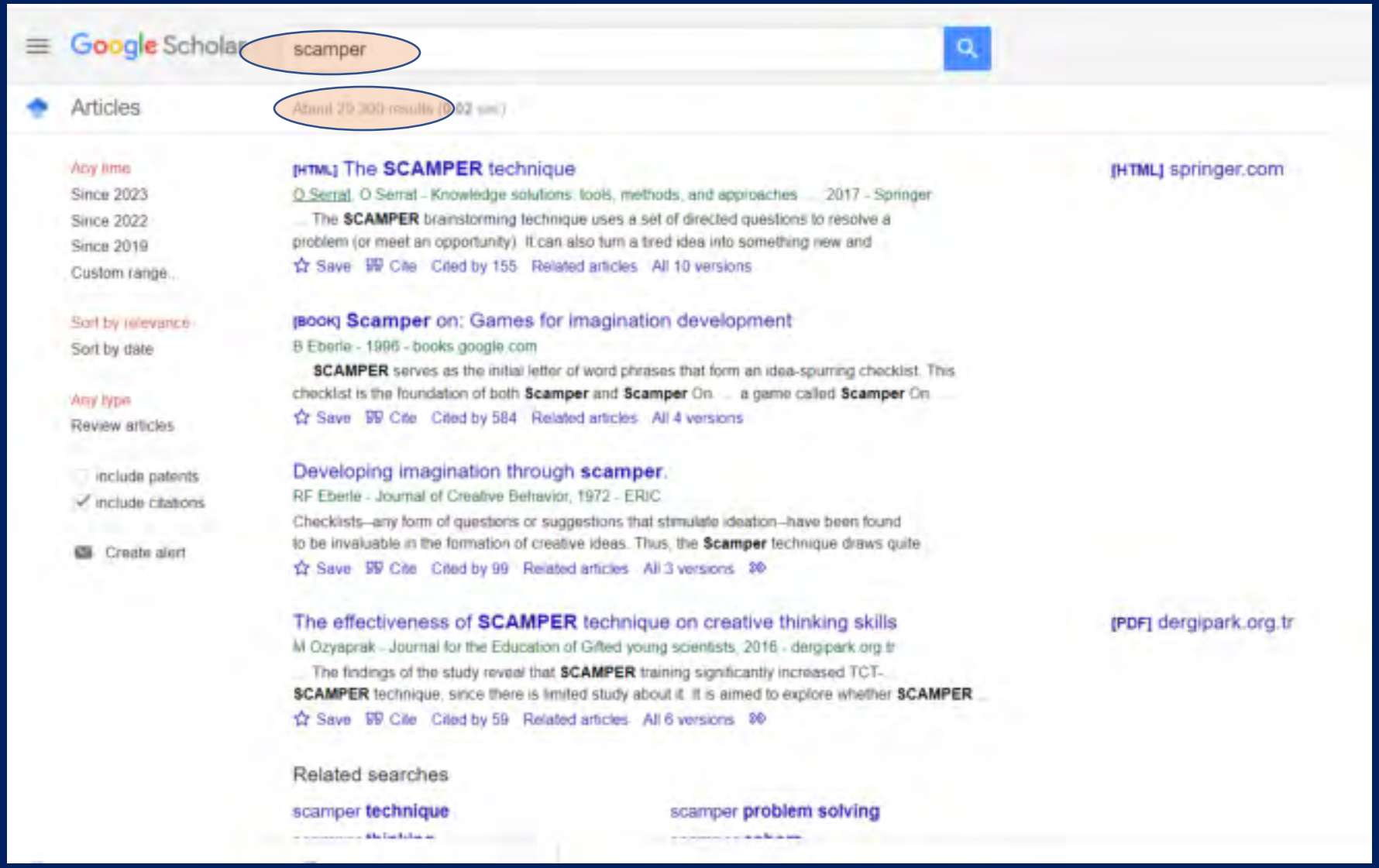
All
Images
News
Videos
More
Tools
About 272,000 results (0.82 seconds)
springer.com
The SCAMPER Technique | SpringerLink
by D Serral - 2017 - Cited by 155 — The SCAMPER Technique is used to produce original ideas. The creative process thrives on preparation, concentration, incubation, illumination, ...
ResearchGate
The effectiveness of SCAMPER technique on creative ...
PDF | Current study assumes that SCAMPER is a convenient technique to develop creative thinking skills. In this respect it is aimed in the study to...
(PDF) The SCAMPER Technique
01 Feb 2009 — The SCAMPER brainstorming technique uses a set of directed questions to resolve a problem (or meet an opportunity).
Semantic Scholar
[PDF] The SCAMPER Technique
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...

Online

scholar.google.com
My profile
My library
Google Scholar
Articles
Case law
New! Public Access Reports For Your Funding Agencies
Stand on the shoulders of giants

Online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Since 2023
Since 2022
Since 2019
Custom range...
Sort by relevance
Sort by date
Any type
Review articles
include patents
include citations
Create alert
[HTML] The SCAMPER technique
[HTML] springer.com
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
[BOOK] Scamper on: Games for imagination development
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.
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
[PDF] dergipark.org.tr
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 ...
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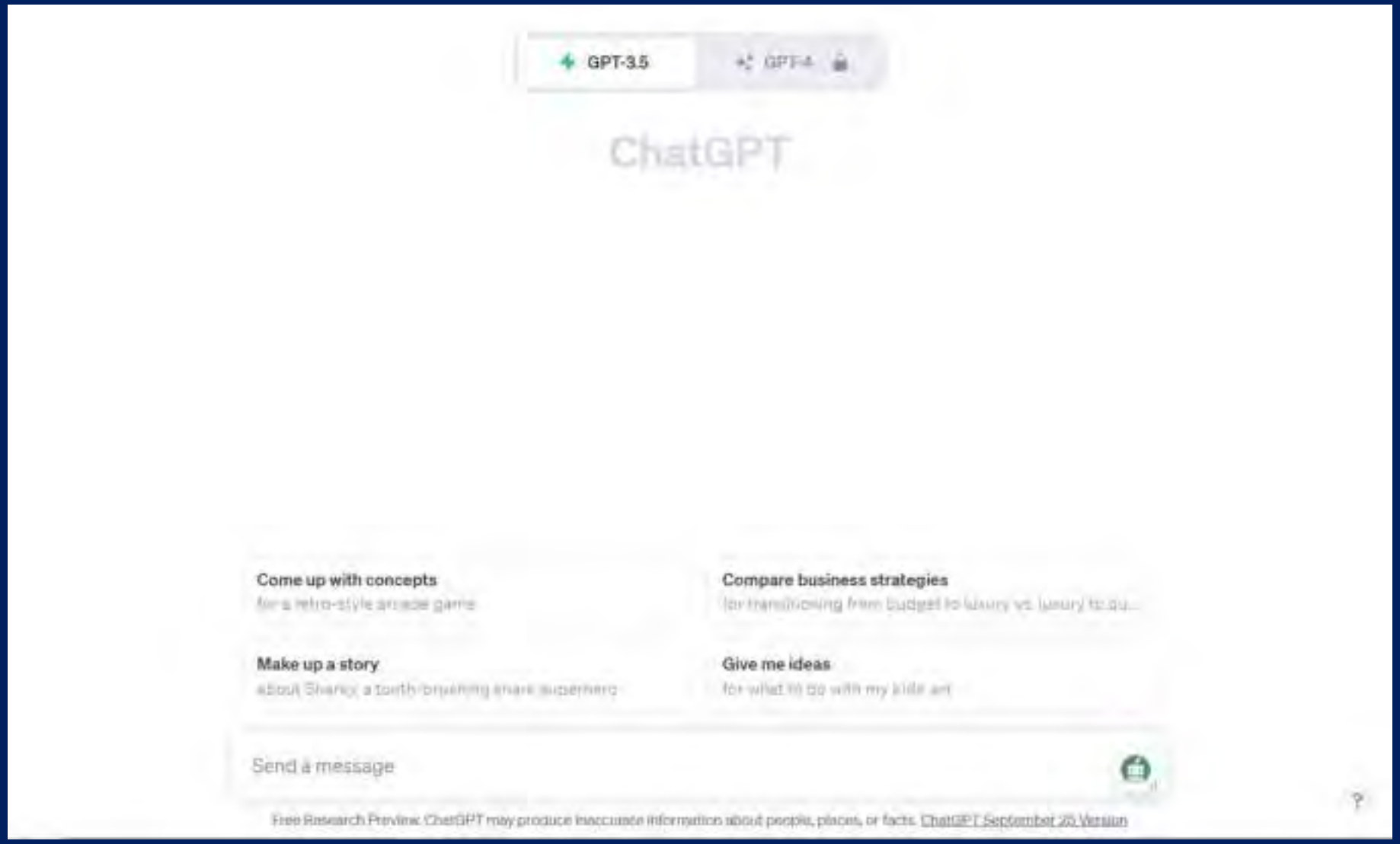
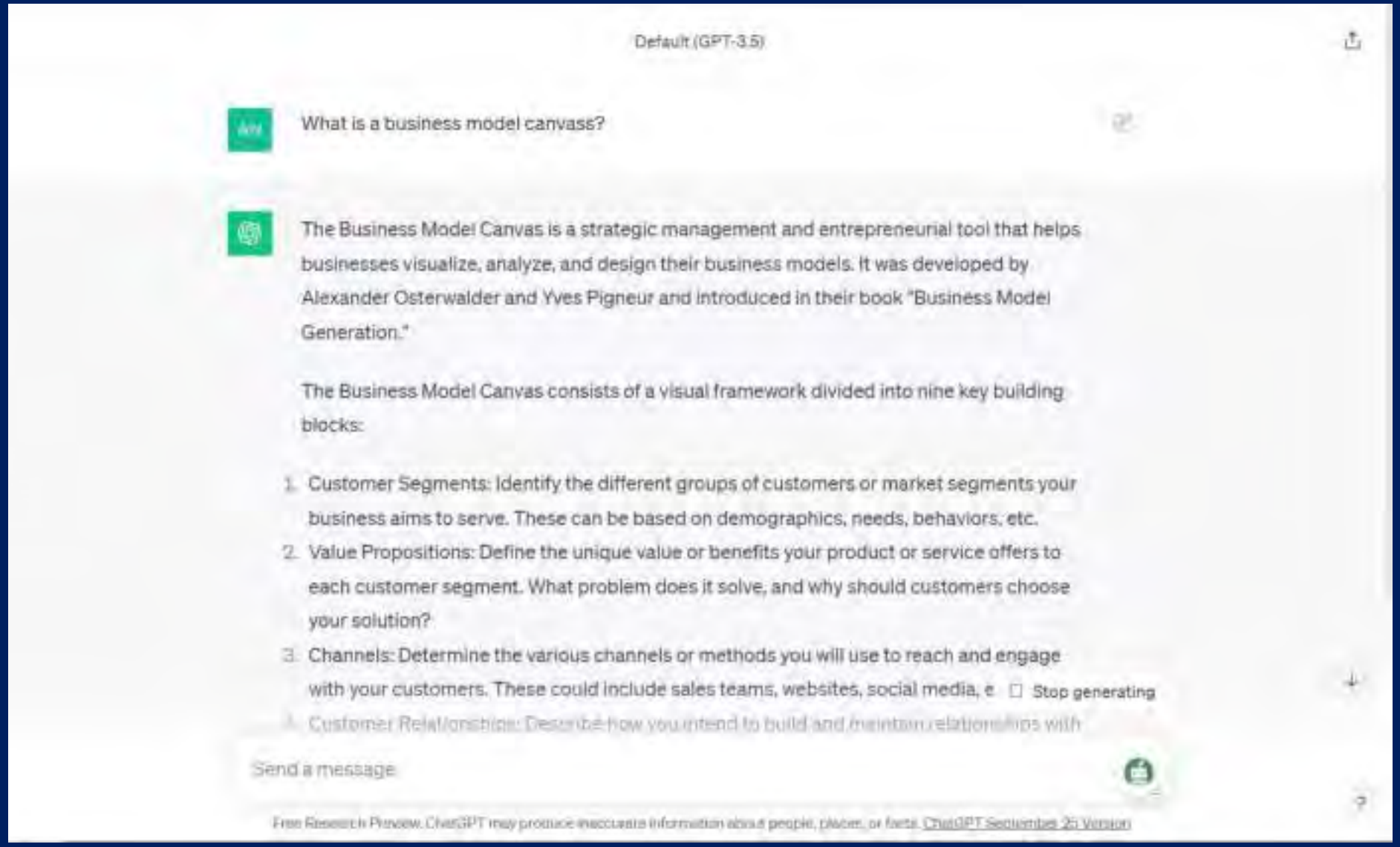
Related searches
scamper technique
scamper problem solving

AI


GPT-3.5
GPT-4
ChatGPT
Come up with concepts
Compare business strategies
Make up a story
Give me ideas
Send a message
Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT September 25 Version

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, e
Stop generating
Send a message
Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT September 25 Version

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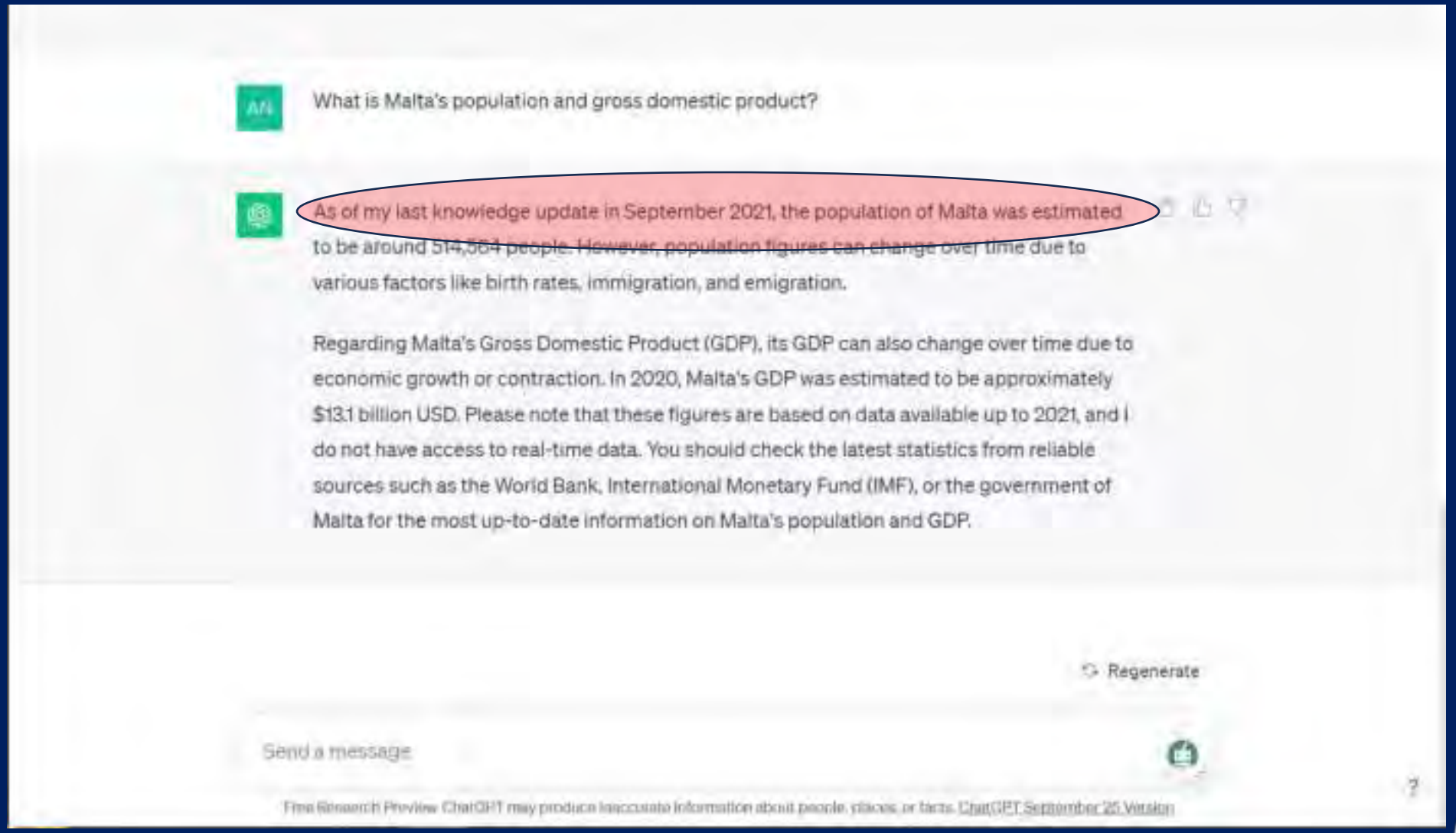


535,000

$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 cliches 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 cliches. 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

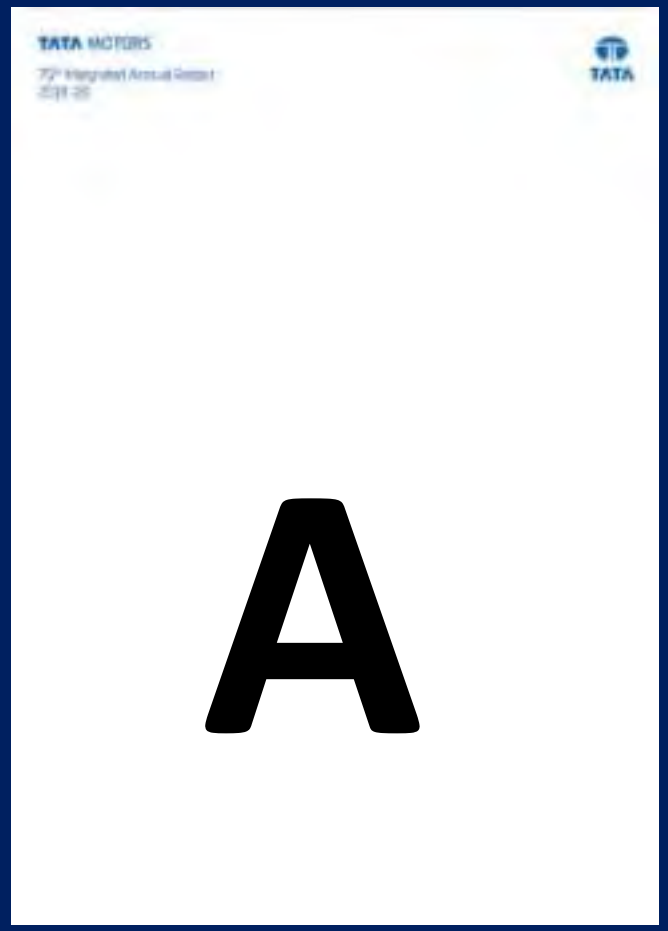
	5 marks	4 marks	3 marks	2 marks	0 marks
Cover Page	Title, Student's Name, Teacher's Name, Course intake month and year, Submission Date, Neatly finished no errors	Evidence of four	Evidence of three	Evidence of two or less	No cover page
Citations	All cited works, both text and visual, are done in the 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



A

B

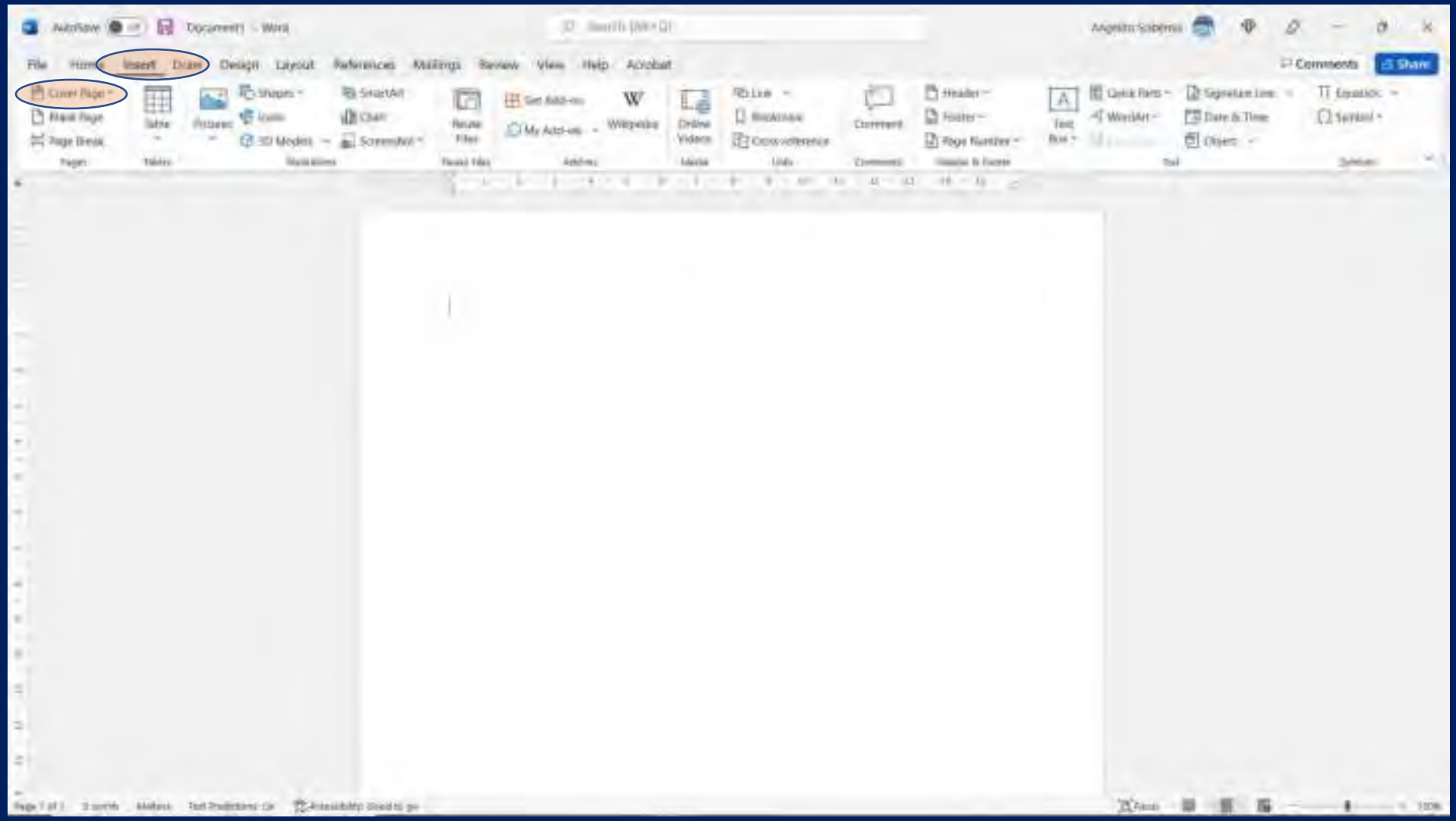
C

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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My Add-ins
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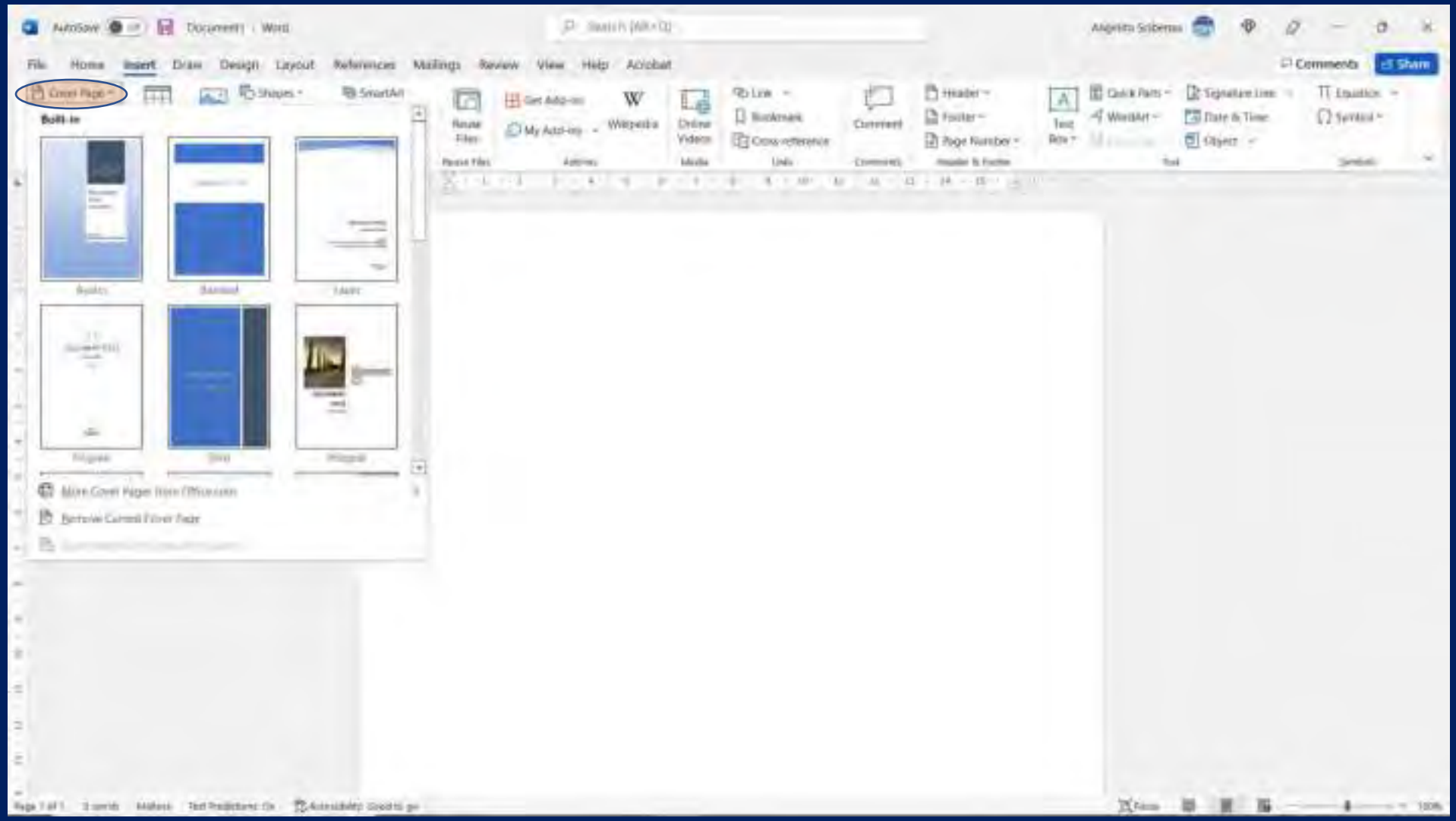
Cover Page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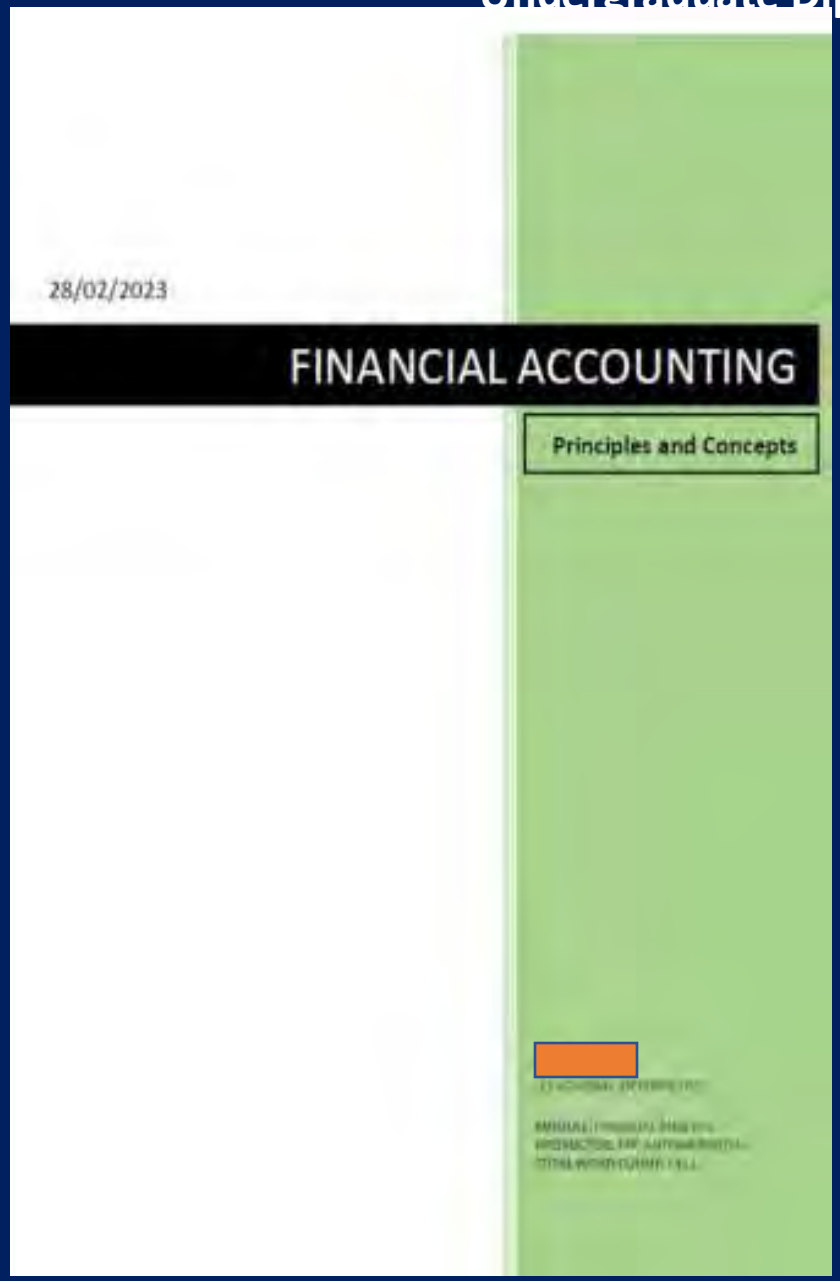
Cover Page

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

Cover Page

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

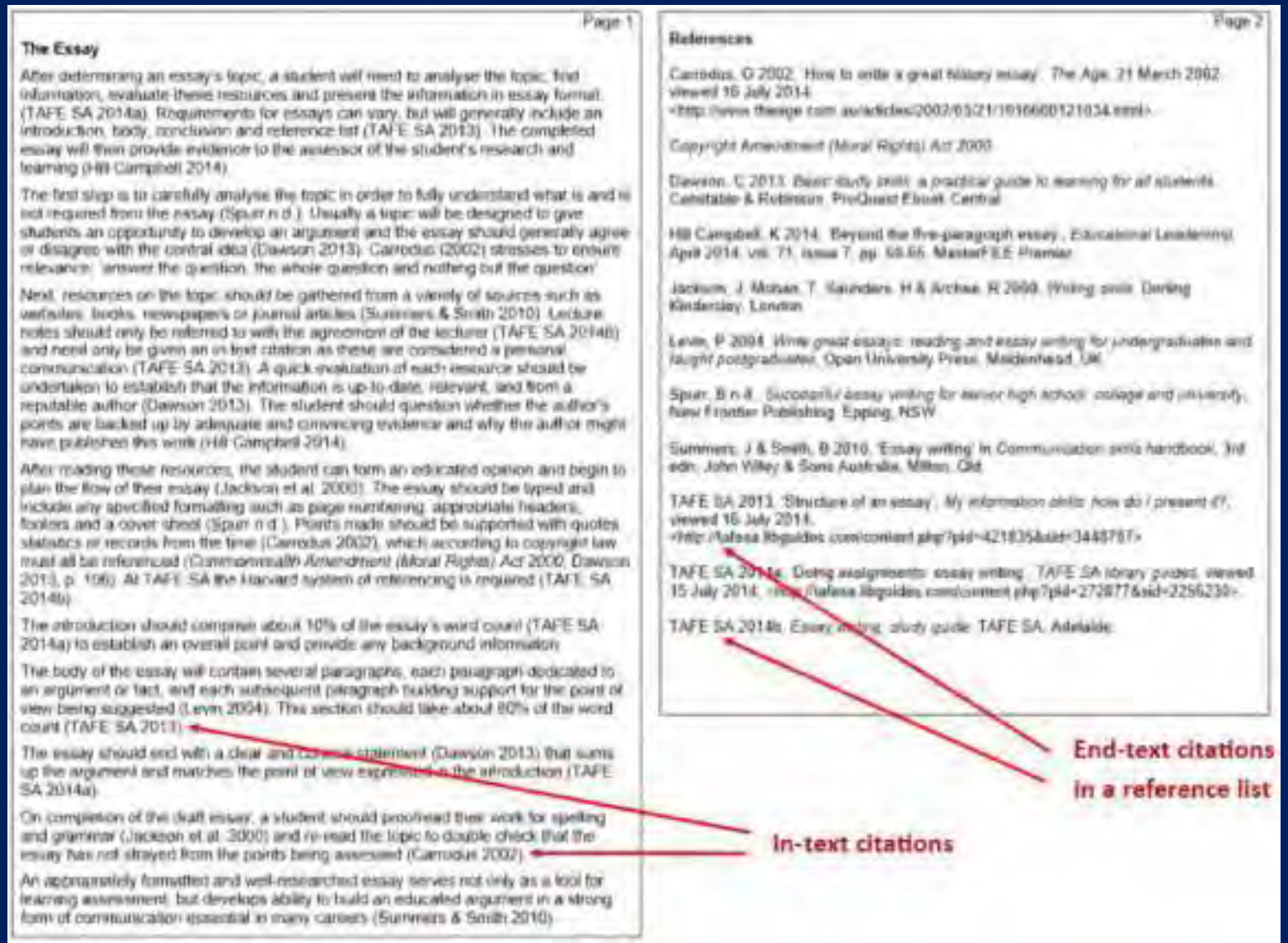


Referencing System

Citations	All cited works, both text and visual, are done in the correct format with no errors.

Referencing System

In text



Referencing System

Reference & Bibliography

Reference List

Law:

- Constitution of Malta, Chapter 1, Article 4

Books:

- Andrew Goodman, Using political ideas (Published 1997, Chichester, UK: John Wiley and Sons)
- David J. Attard, The Maltese legal system (Vol II) (Published 2013, Malta: Books Ltd)
- Mark Dobson, Systems of Knowledge: An Introduction to Epistemology (Published 2015, Miller Distributors Ltd)
- Richard L. Langworth, Churchill in himself: The definitive collection of quotations, (Published 2008, London, Ebury Press)
- Robert A. Dhaliwal, Time and right for sleep (Published 2015, New York: G.P. Palmer-Jones Editors)

Online Journals:

- Kenneth P. Vogel, U.S. Law and Society (Published 2020, New York State University) <https://www.yourdictionary.com/articles/US-Ch-3-Principles-of-Democracy.php> accessed on 8 November 2021
- Michael Frendo, R. Martin Scicluna, A Review of The Constitution of Malta at Fifty: Significance or Redundancy? (Published 2014, The Today Public Policy Institute) <http://www.todaypi.org/sites/default/files/a_review_of_the_constitution_of_malta_at_fifty_significance_or_redundancy.pdf> accessed on 10 November 2021
- Oliver Daggers, The Political Philosophy of Edmund Burke, the National Post of Malta: A Moral Account (Participation) (April 2015, World Journal of Social Science Research) <http://ssrn.com/abstract=2587010 or http://dx.doi.org/10.2139/ssrn.2587010> accessed on 21 October 2021
- Ursula Vassallo-Agius, Middle Opinion on Constitutional developments and Appointment of Powers and the Independence of the Judiciary and Law Enforcement (Published 2014, Council of Europe)

&

VS

Bibliography

Books:

- Jonathan J. Sperling, & Lara L. Cleveland, Law and Society (Published XXX)
- Joseph Gordon, Ethics in Systems of Knowledge I — An Introduction to the Main Notions of Practical Law (Published XXX, Publishers Enterprise Group)
- Tiner Berg, A Commentary on the Constitution of Malta (Published 2016, Eze Group)

Online Journal:

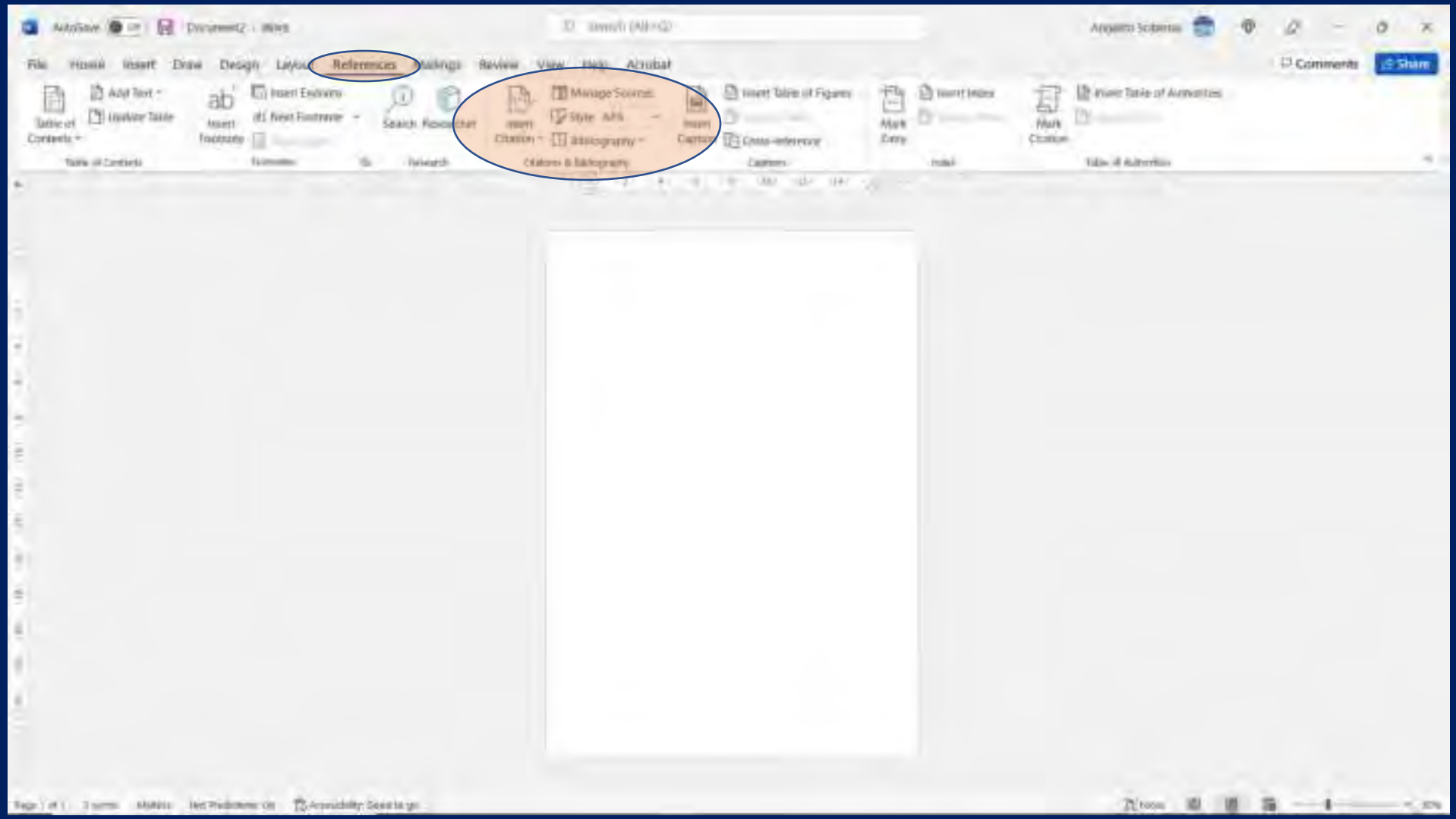
- Mikaela Sinkins (ed Lap (2004), < http://www.mcst.gov.mt/welcome.htm> accessed on 08 December 2021

Website:

- Parliament of Malta Historical Background <https://www.parliament.mt/en/about-parliament/law-parliament-works/lawmakingprocess/> accessed on 08 November 2021

Harvard Referencing

Referencing System



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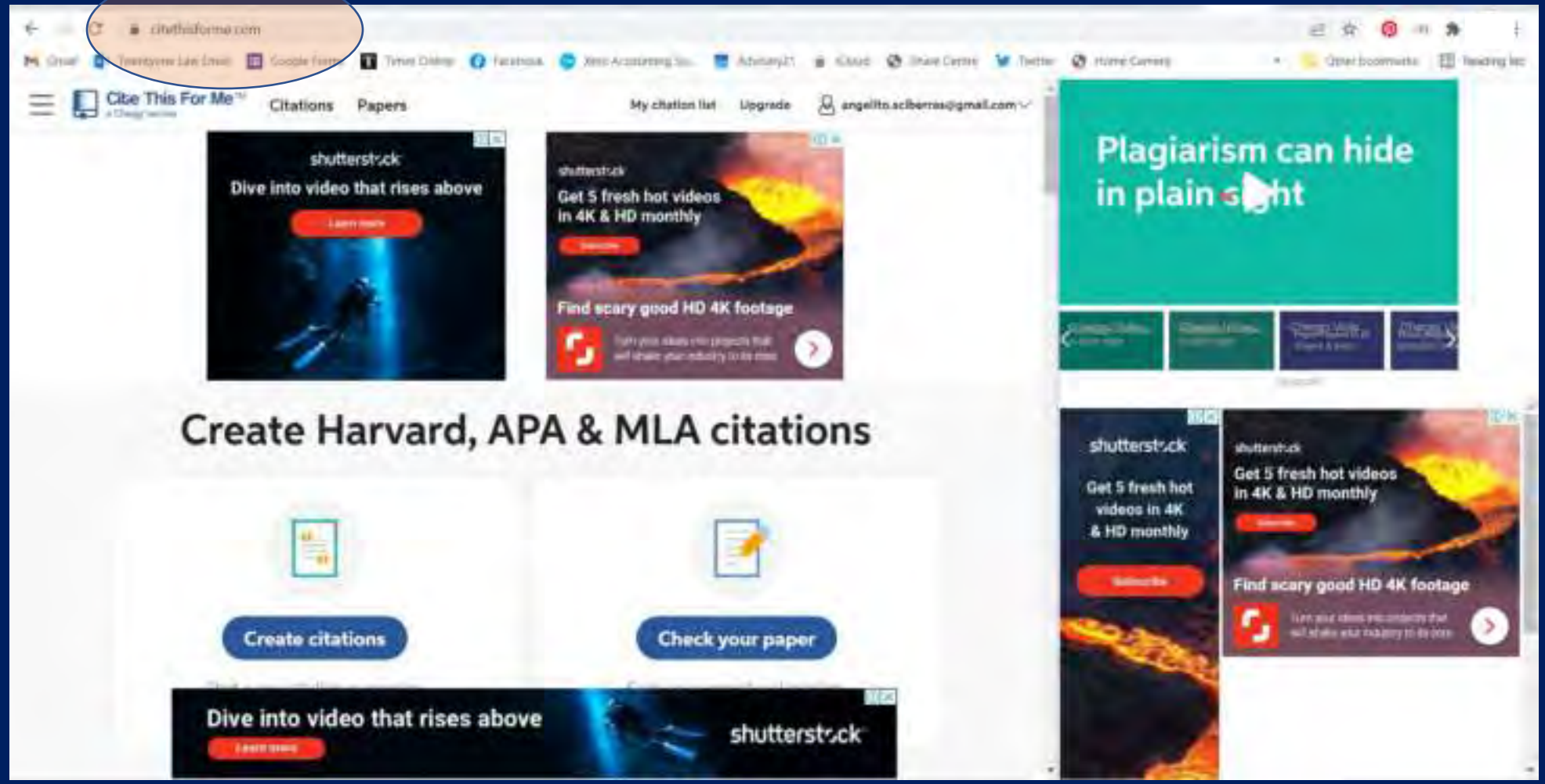


Referencing System

citethisforme.com

Cover Page

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

Font

Times New Roman

Font Size

Text - 12pt
Titles - 14pt

Line Spacing

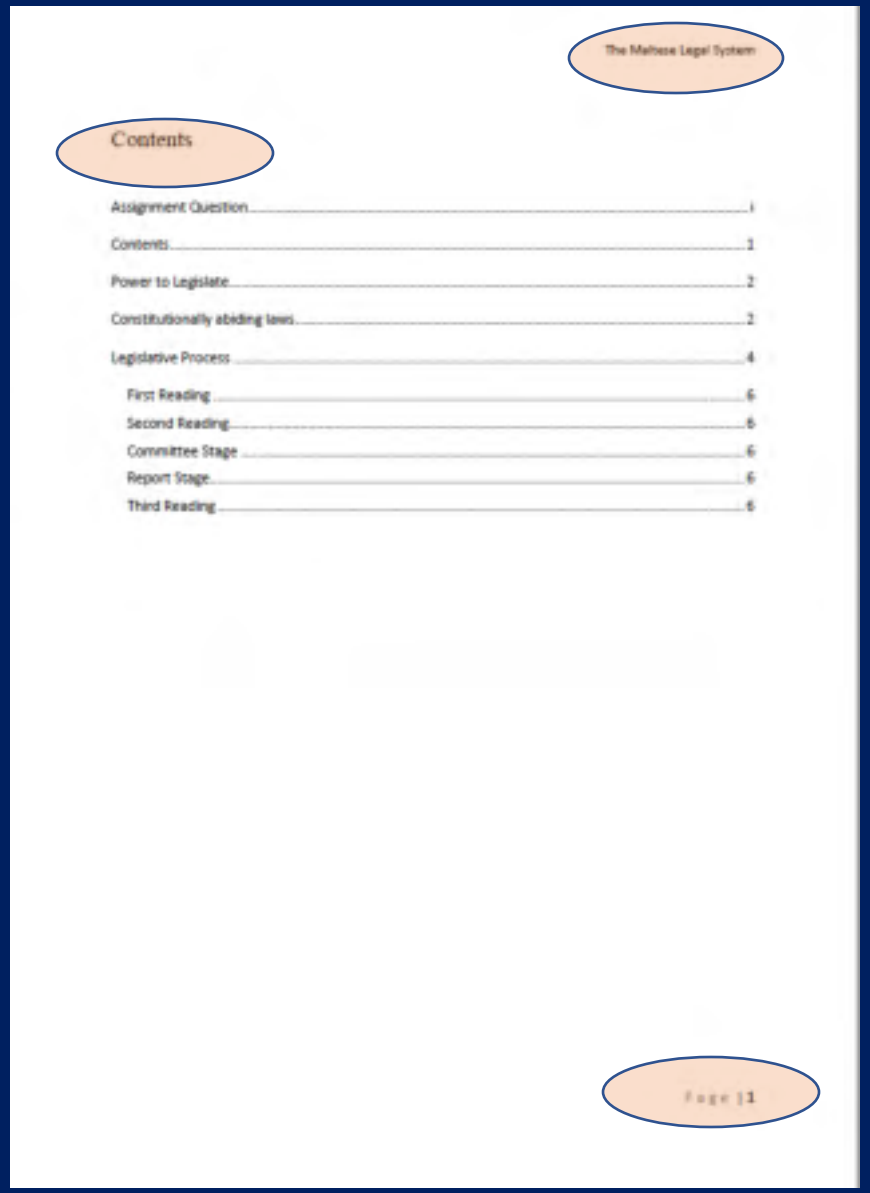
1.5

Justified

Page Numbering

Table of Contents

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



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*

Undergraduate Diploma in Business Administration
Undergraduate Diploma in Digital Marketing

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

Gibbs, G (1988). Learning by doing: a guide to teaching and learning methods. Oxford: Further Education Unit, Oxford Polytechnic.

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*

Undergraduate Diploma in Business Administration
Undergraduate Diploma in Digital Marketing

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: 2 July 2025