

Undergraduate Diploma in Business Administration: Intakes November 2024 to June 2025

Assessment Task: One (1) Group presentation based on the question below	
Module: <i>Creating a Business</i>	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 08 November 2025	
<p>Task The purpose of this assessment is to develop an understanding of what was learnt during the module in particular the skills learnt to develop a business idea and create a business model.</p> <p>Note This assessment provides students with an opportunity to put into practice the relevant tools and practices in relation to the business they came up with and plan to create.</p> <p>Note <i>You should plan to spend approximately 20 hours researching, reviewing the course slides, planning and designing the presentation. You are expected to select the Harvard Referencing Style if you are using any sources for the information being given in the presentation.</i></p> <p><i>Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.</i></p> <p><i>The presentation should be 20 minutes long and students will be expected to answer questions made by the students in class as well as the tutor.</i></p>	
<p>Question: Select an existing product of your choice that has not been discussed during any of the module's sessions. Apply the SCAMPER technique to the chosen product in order to generate creative ideas for its enhancement or redevelopment. Ensure that each element of the SCAMPER framework is systematically applied to the product. Your presentation should:</p> <ul style="list-style-type: none"> Provide a clear explanation of the SCAMPER model, including its purpose and relevance in stimulating creativity and innovation. Describe the selected product and its current use or function within the market. Present and discuss the new product concepts derived from the SCAMPER process, supported by AI-generated images that visually represent your redesigned product. These images should reflect the originality of your ideas, acknowledging that no identical products are expected to exist. 	

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