

Undergraduate Diploma in Business Administration: Intake January 2025

Assessment Task: Research project based the question below	
Module: <i>Research Project</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: MQF Level 5	Student Name:
Date:	Student Number:
Proposal Deadline: 21 November 2025	
Assignment Deadline: 08 January 2026	
<p>Research Question:</p> <p>Develop a comprehensive Business and Financial Plan for a hypothetical start-up enterprise proposing a product or service specifically tailored to the Maltese market. The plan should be structured and presented as a professional document intended for submission to a potential business angel.</p> <p>The submission must demonstrate the student's capacity to conduct in-depth research, perform critical analysis of data, and present a well-organised and persuasive plan that effectively communicates the feasibility, sustainability, and growth potential of the proposed start-up venture.</p> <p>A crucial element of the project is the clear articulation of the concept's origins and underlying rationale, supported by evidence of originality, creativity, and innovation in the formulation of the business idea.</p> <p>Students must obtain formal approval of their proposed concept prior to commencing the development of the Business and Financial Plan. Furthermore, the appendices must include a Business Model Canvas (BMC), which will serve as the conceptual foundation upon which the plan is structured and developed.</p>	
<p>Important Notes</p> <p>The expected format:</p> <ul style="list-style-type: none"> ➤ Cover Page ➤ Contents Page ➤ Executive Summary ➤ Company Overview ➤ Market Analysis ➤ Product or Service Description ➤ Marketing and Sales Strategy ➤ Operational Plan ➤ Financial Plan ➤ Risks and Mitigation Strategies: ➤ Conclusion ➤ Reference List ➤ Appendices <p>Assignment Document Format:</p> <ul style="list-style-type: none"> • Your assignment document should be structured using appropriate headings and subheadings. • Use a professional and consistent formatting style throughout the document. • Text - Times New Roman, Size 12, 1.5 line spacing • Ensure proper citation and referencing of any external sources used in your research - Harvard Style must be used. <p>Word Count and Appendices:</p> <ul style="list-style-type: none"> • The main body of your assignment should be approximately 7,000 words, excluding appendices. • Appendices can include supporting documents such as market research data, financial statements, and any additional materials that support your plan. 	

Pass Mark - 50%	Total Project Weighting - 100%
By submitting I confirm that this assessment is my own work	