

Creating a Business

Tutorial Title: Tutorial 01



Lecturer: Angelito Sciberras

Date: 29 October 2025

**Undergraduate Diploma in
Business Administration**

Today's Session

- Self Assessment 30 minutes
- The Group Presentation
- The Assignment Questions



Today's Session

- Self Assessment 30 minutes



Presentation 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.



Presentation Question

Your presentation should:

- 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.



Presentation Question

Your presentation should:

- 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.



Presentation Question Explained

- Select an existing product not discussed in class (everyday item, tech gadget, household product, etc.).
- Use the SCAMPER technique to propose creative improvements or redesigns.
- Systematically apply all seven SCAMPER elements.
- Present visual redesign concepts using AI-generated images.
- Aim to demonstrate original thinking, feasibility, and market relevance.



Presentation Question Explained

What is SCAMPER

- A creative thinking tool that helps generate new ideas by questioning and transforming existing products.
- Developed to stimulate innovation through structured prompts.
- SCAMPER stands for:



Presentation Question Explained

Substitute – What materials, parts, or people can be replaced?

Combine – What can be merged to create synergy?

Adapt – How can it be adjusted for new uses or users?

Modify – What can be changed in size, shape, or function?

Put to another use – Can it serve a different purpose?

Eliminate – What can be removed to simplify or save cost?

Rearrange (or Reverse) – Can its order or design be altered for improvement?



Presentation Question Explained

Choosing the Product

Choose a product with room for improvement or innovation.

Provide: A brief description of its function and design.

Its target market and user needs.

A note on why it was chosen (e.g., sustainability, convenience, technology gap).

Include an image of the existing product for clarity.



Presentation Question Explained

Applying SCAMPER to the Product

Generate Creative Ideas with SCAMPER

Summarise key innovations from each stage.

Keep points clear, concise, and creative.



Presentation Question Explained

Presenting Redesigned Concepts

Create AI-generated images showing your redesigned product

Present the final concept with:

- Key benefits and improvements.

- Possible market appeal or target audience.

- A short reflection on what was learned through the process.



Presentation

- Saturday 8 November 09:30 till 12:00hrs
- 20 hours preparation
- 20 minutes long
- All group members should deliver part
- Questions will be asked



Assignment Questions

Question 1: Critically discuss the purpose and benefits of utilising the Business Model Canvas as a strategic management and entrepreneurial tool. Provide a detailed explanation of the significance of each segment within the canvas, analysing how these components collectively contribute to the development, evaluation, and innovation of an organisation's business model.

Session: 3



Assignment Questions

Question 2: Assume that IKEA is exploring the prospect of establishing retail operations in Malta. Conduct a PESTEL analysis, identify the resulting Opportunities and Threats, and draw reasoned conclusions based on your evaluation. The assignment should also incorporate a critical explanation of the PESTEL framework, discussing its objectives and its significance in supporting informed strategic decision-making.

Session 05



Assignment Questions

Question 3: Critically examine and compare the range of financing methods available to organisations, assessing their respective advantages, disadvantages, and suitability within different business contexts. Your analysis should encompass both conventional and contemporary sources of finance, evaluating their implications for organisational growth and sustainability.

Session 06



Assignment Questions

Induction Session 03





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Reflective Notes

- Friday 7 November at 23.59hrs
 - What did I Learn? (100 words)
 - What went well? (100 words)
 - What could I have done better? (100 words)
 - Long-term implications (200 words)





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