

Undergraduate Diploma in Business Administration: Intakes November September 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: 7 February 2026	
<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>SWOT Analysis and Opportunities Approach</p> <p>As a group, you have developed a product or service during your group work throughout the module's sessions. Your task is to deliver a presentation that demonstrates your understanding of performing a SWOT analysis followed by an opportunities approach.</p> <p>Question:</p> <ul style="list-style-type: none"> How did your team come up with your product or service? Explain the rationale behind your idea. What is your product or service? Provide a clear description, including its features and target market. Conduct a SWOT analysis for your product or service. Based on your SWOT analysis, conduct an opportunities approach to identify the strongest 	

opportunities.

- Develop a **value proposition** based on the strengths and the strongest opportunities.

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>