

Undergraduate Diploma in Business Administration: Intake April 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: 13 February 2026	
Assignment Deadline: 02 April 2026	
<p>Research Question:</p> <p>Students are required to develop a comprehensive Business and Financial Plan for a hypothetical start-up enterprise offering a product specifically conceived for the Maltese market. The completed plan will serve as the basis for a formal presentation of the proposed venture to a prospective Maltese business angel.</p> <p>The submission must demonstrate the student's capacity to conduct extensive secondary research; to engage in critical analysis of relevant data; and to present a professionally structured and coherently argued plan that convincingly substantiates the feasibility, long-term sustainability, and growth potential of the proposed start-up. The Business and Financial Plan must also incorporate an evaluation of financial incentives and support schemes available to start-ups through the Maltese Government.</p> <p>Students are expected to provide robust and well-substantiated evidence of originality, creativity, and innovation in the development of their business concept.</p> <p>The appendices must include:</p> <ol style="list-style-type: none"> 1. A Business Model Canvas, which constitutes the conceptual foundation upon which the Business and Financial Plan is constructed. 2. A formal email addressed to the business angel, introducing the Business and Financial Plan and indicating its hypothetical attachment. 3. Projected Financial Statements <p>Approval of the proposed business concept is a mandatory prerequisite prior to commencement of the Business and Financial Plan.</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

Assignment Document Format:

- 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.

Word Count and Appendices:

- 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