Undergraduate Diploma in Business Administration:
Intakes November 2025-June 2026

Assessment Task: Written assignment based on chosen questions	
Module: *Creating a Business*	**Tuition Centre:** 21 Academy **Licence Number:** 2018-017
Level: Award MQF Level 5	**Student Name:**
Date:	**Student Number:**
Assignment Deadline: 12 November 2026	

Task

The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the process to Create a Business.

Note

This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the process to Create a Business.

Note

You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style. You are expected to use the Harvard referencing style. Make sure to go through the **Assignment Guidelines** made available in the course resource centre.

Choose 1 question from the following:

☐ ***Question 1:*** **– Opportunity Recognition and Evaluation**

Critically analyse the process of identifying and evaluating business opportunities in the context of entrepreneurship and business administration. Your answer should examine the key factors that enable entrepreneurs and organisations to recognise potentially viable opportunities, including changes in customer needs, market trends, technological developments and gaps in existing products or services. Discuss appropriate tools and approaches that may be used to evaluate the attractiveness and feasibility of an opportunity and provide relevant real-world examples to support your analysis. Draw reasoned conclusions regarding the factors that contribute to successfully identifying and exploiting business opportunities.

☐ ***Question 2:*** **SWOT Analysis and Business Strategy**

Critically discuss the purpose and significance of SWOT analysis as a strategic management and entrepreneurial tool. Provide a detailed explanation of the four elements of the SWOT framework and critically examine how Strengths, Weaknesses, Opportunities and Threats can be identified and evaluated. Using a suitable business operating in Malta, apply the SWOT framework to assess its internal capabilities and external environment. Based on your analysis, identify the key strategic issues facing the organisation and draw reasoned conclusions regarding how SWOT analysis can support effective strategic decision-making.

Question 3: **Business Growth Strategies** Critically examine and compare the different methods available to businesses for financing their start-up, operations and growth. Your answer should provide a detailed analysis of both internal and external sources of finance, including traditional and contemporary financing methods. Evaluate the advantages, disadvantages, costs, risks and implications associated with the different methods, considering their suitability for businesses at different stages of development and operating in different contexts. Your analysis should include at least one financing method not discussed during the module's lectures and should be supported by relevant real-world examples. Draw reasoned conclusions regarding the factors that businesses should consider when selecting the most appropriate method or combination of methods to meet their financing requirements.	
Pass Mark - 50% of all the module's weighted assessment methods.	**Total Assignment Weighting - 55%**
By submitting I confirm that this assessment is my own work	
Mark:	**Signature:** *<main assessor>*
Date	**Signature:** *<quality assurance>*