

Undergraduate Diploma in Business Administration: Intake April 2023

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| Assessment Task: Written assignment based on chosen questions | |
| Module: <i>Strategic Management</i> | Tuition Centre: 21 Academy Licence Number: 2018-017 |
| Level: Award MQF Level 5 | Student Name: |
| Date: | Student Number: |
| Assignment Deadline: 8 June 2023 | |
| <p>Task The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of Strategic Management.</p> <p>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 Strategic Management.</p> <p>Note <i>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.</i></p> | |
| Choose 1 question from the following: | |
| <p>Question 1: Select a company of your choice. Identify and discuss the internal and external factors that have influenced the company's strategic position and suggest possible strategies that could be implemented to improve its competitiveness.</p> <p>Question 2: Conduct a SWOT analysis of a company in an industry of your choice. Using your analysis, develop a strategic plan that will enable the company to sustain its competitive advantage over the next 3 years. Using the Balanced Score Card approach state how you be measuring the success of your proposed strategies.</p> <p>Question 3: Resources and capabilities are considered as foundations of a competitive advantage. What characteristics make resources and capabilities strategically valuable? Illustrate the answer with examples.</p> | |
| Pass Mark - 50% | Total Assignment Weighting - 55% |
| By submitting I confirm that this assessment is my own work | |
| Mark: | Signature: <main assessor> |
| Date | Signature: <quality assurance> |