

## Undergraduate Diploma in Business Administration: Intake January 2024

<b>Assessment Task:</b> Written assignment based on chosen questions	
<b>Module:</b> <i>Strategic Management</i>	<b>Tuition Centre:</b> 21 Academy <b>License Number:</b> 2018-017
<b>Level:</b> Award MQF Level 5	<b>Student Name:</b>
<b>Date:</b>	<b>Student Number:</b>
<b>Assignment Deadline: 27 June 2024</b>	
<p><b>Task</b> The purpose of this unit is to develop an <b>understanding and application</b> of a particular topic you will write about which forms part of Strategic Management.</p> <p><b>Note</b> 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 one or more components of Strategic Management.</p> <p><b>Note</b> <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. You are expected to use the Harvard referencing style. Make sure to go through the <a href="#">Assignment Guidelines</a> made available in the course resource centre.</i></p>	
<p><b>Choose 1 question from the following:</b></p> <p><b>Question 1:</b> In applying your <b>knowledge</b> of theory to practice and relating to a business organisation of your choice, demonstrate your <b>skills</b> in applying the SWOT management tool to <b>judge and formulate</b> strategy projections, designing an appropriate course of action.</p> <p><b>Question 2:</b> Demonstrate <b>competence</b> and <b>utilise</b> the PESTEL framework to position a business organisation of your choice within the external environment - <b>thinking critically</b> and strategically.</p> <p><b>Question 3:</b> Using the <b>knowledge</b> learnt during the course, <b>evaluate</b> the internal environment of an organisation using a strategic management tool of your choice covered during the module. <b>Critically analyse</b> your findings and make justified <b>recommendations</b>.</p>	
<b>Pass Mark - 50% of total weighted score</b>	<b>Total Assignment Weighting - 55%</b>
<b>By submitting I confirm that this assessment is my own work</b>	
<b>Mark:</b>	<b>Signature:</b> <main assessor>
<b>Date</b>	<b>Signature:</b> <quality assurance>

