



**2020/21 BLOCK A**

**MODULE TITLE:** Strategic Management

**TITLE OF ASSESSMENT:** Assessment 1 Coursework (100%)

**LEVEL:** H7

**COURSE(S):** MBA

**DEADLINE DATE FOR  
SUBMISSION BY STUDENTS:** March 15<sup>th</sup> 2pm 2021

**SUBMISSION LOCATION:** Turnitin / Local Arrangements

**ASSESSOR(S):** Garry Carr (ML) , UK Module Team, Local Staff in Nepal

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**Coursework Brief:**

The assessment has been designed to help you to develop a practice based approach to your work and to demonstrate that you have engaged with the module materials. You will need to draw on a range of concepts from the module and frameworks from across the different topics that have been covered, using the context of your organisation (or an organisation that you have familiar with) to consider and analyse the materials.

You are to conduct a critical analysis of a Strategy for an organisation of your choice in the form of a Strategy report. (5,000 words) which relates the module material to your chosen case study organisation. References and appendices are not included in the word count, nor are any contents pages. Remember also that material contained within images and / or tables does contribute to your word count. See the guidance on the expected content. You do not need to hand in a hard copy of this report. Please note, this is an INDIVIDUAL report. The electronic submission boxes will be available from mid-November. You must reference your work very carefully.

For this assignment you will critically reflect on the internal and external environments of organisations before moving onto to consider the business model of your selected organisation.

## Tasks

### **1. External Analysis**

Conduct an external environmental analysis of your organisation. Based on this analysis, identify the key strategic issues that your organisation is facing (approx. 1500 words)

### **2. Resource Based Audit.**

Conduct a resource audit of your organisation using relevant concepts and frameworks. Drawing on this analysis, provide appropriate recommendations on how your organisations resources and its strategy should be developed. (Approx 1500 words)

### **3. Business Models**

Critically analyse your selected organisations business model. (Approx 500 words)

### **4. Strategic options.**

Recommendation of some strategic options for the organisation to maintain or enhance competitiveness in the future. These must be related to the potential impacts of macro or competitive forces as identified in Section 1. Please also note you should make recommendations within the context of the organisation. (Approx 750 Words)

Please note that in doing your assignment you may want to give consideration to other core issues such as Culture, CSR, Organisational Structure, and any other issues you think are relevant to the analysis

This needs to be written in the form of a business report. The limit of 5000 words excludes appendices which should not be excessive in length and should not include material that would be more properly included in the body of the report.

Consider all the relevant models, tools and concepts which have been covered in this module: if you think they apply to your case study organisation, and tell you something useful about its strategy, then apply them, and tell us about what you have found out by doing so. One approach to including this material is to put such models and analysis tools in clearly numbered and labelled appendices – but this is not the only approach. An alternative approach is to integrate the application of such specific tools and models within the body of the report and don't bother to include any appendices

The assessment tests strategic thinking skills and the ability to apply module concepts to understand situations facing your organisation, developing insights in the process and then using these insights to offer your own perspective on what your organisation should do and

why. You are expected to draw explicitly on the models, concepts and theories to support your analysis conclusions and recommendations.

### Notes for Students:

#### Instructions for completion and submission of written assignment

- This assessment is worth 100 % of the marks for the module.
- The word count is 5000 words
- Words included in the bibliography are not included in the word count;
- You should only use Harvard referencing;
- Any websites referred to must be properly referenced;
- The text of your assessment must be displayed using a 12-point (or larger) Arial or Verdana font and with a line spacing of at least 1.5.

### Feedback:

Date generic feedback will be available:	Within four weeks of the assessment period, subject to the date set for the release of results
How generic feedback will be returned to you:	Posted on the module on MyBeckett.
Date provisional marks will be available:	Within four weeks of the assessment period, subject to the date set for the release of results
How provisional marks will be returned to you:	Posted on the module on MyBeckett.
Date individual feedback will be available:	Following the Module Board and the return of all scripts from the External Examiner
How individual feedback will be returned to you:	Feedback arrangements will be determined by the Module Leader.