

<b>Course</b>	: Postgraduate Diploma in Business Finance and Strategy
<b>Topic</b>	: Strategy and Management Control system
<b>Area Assessed</b>	: Strategic formulation and strategic options choice
<b>Assignment Type</b>	: Individual Written Submission & Presentation
<b>Submission Date</b>	: 17 <sup>th</sup> February 2017

### **Deadlines of presentation submission**

ICASL School of Business has strict deadline dates which must be adhered to. The soft copy & hard copies of presentation must be submitted to the Business School on or before said dates.

### **Weighting**

**Written Submission and Presentation** - **100%**

Total marks are allocated in accordance with below criteria.

- ✓ **In-depth Knowledge of the Topic** - **25% marks**
- ✓ **Logical thinking and analytical skills** - **30% marks**
- ✓ **Application of theories in to the selected company** - **25% marks**
- ✓ **Referencing material and professional presentation** - **20% marks**

### **Assignment Guidelines**

Candidates must adhere to assignment /presentation guidelines stated but + or – 10% is treated within the acceptable level. Business School reserves the right to reject **assignments** that infringe guidelines in the opinion of the judges/examiners.

### **Format**

Written Submission - Report format

Word count - 2500 words

Use font size 11pt and double line spacing.

Font –Times new roman

## **Referencing and Professionalism**

A professional approach to assignment is expected from all candidates. Groups must therefore identify and acknowledge **ALL** sources or/and an appropriate referencing system to achieve this. Please ensure you don't 'cut and paste' from other people's work. You are advised to refer the annual reports/web sites or any other valid document and write in your own word. If you fail to do so, will be considered as a plagiarism. You are expected to carry out a professional report format (No pictures please)

## **Submission of Assignment**

As well as **Hard copy** of report & presentation, together with **an electronic copy** of only presentation to be submitted on **or before the deadline** to faculty office.

**You are required to produce a report on the organization you have chosen which must answer the following by applying the tools, techniques and models of strategic management in three parts:**

1. An external environmental analysis of the industry the organization operates within: How is the organization and overall sector/industry being affected by the current downturn? What competitive pressures exist within the sector/ industry? How does this impact on their current strategy and positioning for competitive advantage? What changes are likely to affect the organization in the future? This will require you to make reference to appropriate analytical tools or techniques e.g. Porter's 'Five Forces' analysis, amongst others. The important point is that analytical tools are properly used and appropriate interpretation given to your findings; i.e. what are the implications of this analysis for the organization? What are the opportunities and threats they face?
2. An analysis of the internal environment and the organization's strategic capability. You will be asked to critically evaluate the strategic resources and competencies of the organization, appropriate reference should be made to analytical tools or techniques e.g.

value chain analysis, core competencies etc...This task focuses attention on the internal resources/ competencies and capabilities of the company. What are their strengths and weaknesses and how significant are they given the external analysis?

3. Evaluate how the strategic direction relates to growth, innovation or international expansion. Briefly identify and justify another potential strategic direction for the organisation. Given the nature of this analysis there must be a contemporary and inventive flavour to much of the relevant data.

You will be **strongly advised** to consider **carefully** your groups' choice of organization. Large well-known companies e.g. McDonalds and Coca-Cola, may be difficult to examine or illustrate with sufficient clarity given their size and complexity, you would certainly have to narrow this down to particular Strategic Business Units within the company!