

MGMT 661: STRATEGIC MANAGEMENT


ONS-SPRING-12: Apr. 11, 2022 - Jul. 3, 2022

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Project Industry Analysis

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 Case Analysis of TEAM Project Industry (Individual - Turnitin Submission) - Project Industry Analysis	11 Apr 2022 - 08:39	7 May 2022 - 23:59	14 May 2022 - 23:59	100

Summary:

Assignment 2) - Case Analysis of TEAM Project Industry (Individual) (Turnitin Submission)

This is **an individual case analysis** of the TEAM Project Industry. As students, you will apply models and insights of the strategic management course while integrating elements of other courses as these relate to the industry of the assigned TEAM project for the class, **"Framstrong"**.

This Academic INDUSTRY review needs evidence, supporting ALL ideas.

The organization, working as our learning partner, **"Framstrong"**, is operating in the craft brewing industry, in addition to other localized sustainable farm practices. We were provided with problems or issues to explore and these may or may not be common in the craft brewing industry, locally and/or globally. **(Use 1 or 2 of Farmstrong's issues, and DO A LITERATURE Review)**

Your research and insights developed in this assignment will form the based of you to discuss with your TEAM, beginning in Week 5, how you will proceed with the TEAM project.

Research and evidence are CORE to showcase your MBA skills and to support your ideas and the final TEAM projects. As an example, and there are many, you might read and start from an academic article like:

Bachman, J. R., Hull, J. S., & Marlowe, B. (2021). Non-economic impact of craft brewery visitors in British Columbia: A quantitative analysis. Tourism Analysis, 26(2-3), 151-165.

Also, use the UCW library.

NOTE: Primary research will require a pre-approved "Research Ethics Application" before it is started.







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