**Assignment Cover Sheet**

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| **Learner Reference Number** |  |
| **Unit Level and Title** | Level 7: Diploma in StrategicManagement and Leadership |
| **Assignment Number** | Unit 706: D/506/9068Strategic Direction |
| **Name of Tutor** |  |
| **Date Submitted** |  |
| **Essay/Assignment Question** | The unit will explore the strategic aims and objectives of an organisation and their significance in setting direction, identifying success and progress for the organisation. The unit will also explore where different strategic options may lead the organisation to change its direction. |

## **Learning Outcomes and Assessment Criteria**

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| **Unit Aim** |
| The unit will explore the strategic aims and objectives of an organisation and their significance in setting direction, identifying success and progress for the organisation. The unit will also explore where different strategic options may lead the organisation to change its direction. |
| **Learning Outcomes** | **Assessment Criteria** |
| 1.Be able to review and determine the organisation’s strategic aims and objectives | 1.1 Critically analyse the existing strategic aims and objectives of the organisation |
| 1.2 Undertake a critical evaluation of the components of current organizational strategy |
| 1.3 Critically analyse the factors affecting the strategic aims of organizational strategy over the short and medium term |
| 2. Be able to evaluate progress towards achieving organizational strategic aims and objectives | 2.1 Apply a range of diagnostic and analytical tools to audit and assess progress towards existing strategic aims and objectives |
| 2.2 Take responsibility for and critically assess the expectations of all stakeholders and their influence upon future organisational Strategy |
| 2.3 Critically analyse, interpret and produce an evaluation of the existing organisational strategic position and progress towards achieving the existing strategy |
| 3. Be able to determine and evaluate strategic options to support a new strategic position | 3.1 Critically evaluate and develop a range of alternative strategic options to meet organisational strategic aims, direction and objectives in the short and medium term |
| 3.2 Determine and justify the existing strategic option that can meet the revised strategic position |

\*\* Core text, indicative content and suggested references are provided in the *Specification* document for your reference

**Answer Sheet**

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| **Scenario One** |
| Being a Senior Manager-Corporate Affairs of a reputed MNC [an organisation of your choice]. As part of the responsibilities, you have been asked to report the following tasksYour answer should consist of the following aspects **1.You have to review the strategic objectives of the organization.** * Make a critical analysis of the aims and objectives of the organization strategies and a critical evaluation of the current strategy of the organisation. Make a critical analysis of factors affecting strategic plan in short and long term of the organization.

**2. Evaluate the progress in achieving the strategic aims and objectives of the organization*** Apply diagnostic and analytical tools to audit and assess progress of the exiting aims and objectives- Explain how far organization achieve its planned objectives.
* As a manager take the responsibility to assess the expectations of the stakeholders and the reasons for meeting or not meeting it and the factors influencing strategies in the future.
* Critically analyse, interpret and produce an evaluation based on the existing organizational strategy and the ways and means to achieve it and the status of the organization in achieving those aims and objectives

**3. Can the present strategies be sufficient in achieving the organizational objectives*** Evaluate the present strategies critically to form alternative a strategies to achieve the organizational aims and objectives in short and medium term
* Determine and justify the existing strategic option that can meet the revised strategic position
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| **Answer**  |
| **1.Be able to review and determine the organisation’s strategic aims and objectives**1.1 Critically analyse the existing strategic aims and objectives of the organisation 1.2 Undertake a critical evaluation of the components of current organizational strategy1.3 Critically analyse the factors affecting the strategic aims of organizational strategy over the short and medium term**2. Be able to evaluate progress towards achieving organizational strategic aims and objectives**2.1 Apply a range of diagnostic and analytical tools to audit and assess progress towards existing strategic aims and objectives2.2 Take responsibility for and critically assess the expectations of all stakeholders and their influence upon future organisational strategy2.3 Critically analyse, interpret and produce an evaluation of the existing organisational strategic position and progress towards achieving the existing strategy**3. Be able to determine and evaluate strategic options to support a new strategic position**3.1 Critically evaluate and develop a range of alternative strategic options to meet organisational strategic aims, direction and objectives in the short and medium term3.2 Determine and justify the existing strategic option that can meet the revised strategic position |
| **References**  |
| Bibliography art of the reference goes here … |