

ASSESSMENTS

Upload your assignments to Moodle on or before their due date.

To pass you must achieve an overall mark of 50%. For due dates see Moodle (you can write them in here if you wish).

	weighting	due dates	outcomes assessed
1. Forums	30%		1, 2, 4
2. Case Study	35%		2, 3, 4, 5
3. Team Assessment	35%		1, 2, 3, 4, 5

2. CASE STUDY (35%)

Due dates: See NorthNet
Guideline 2,500 words

Purpose: The purpose of this case study is to glean information about an organisation to enable you to understand its strategic planning and strategic management and to relate this to relevant theories and/or models of strategy. The key skills required are diagnostic thinking and integration and synthesis of the information gleaned. If possible, select an organisation you have first-hand knowledge of.

The assessment is based on learning outcomes 2, 3, 4 and 5.

Case Study (43 marks)

Select an organisation and write a **case study** that includes:

1. Background and contextual information about the organisation. (5 marks)
2. Summarises the strategic planning process and/or critiques the organisations strategic plan. (10 marks)
3. Provides insights into how ongoing strategy formation and implementation happens in the organisation and links this to relevant theories and/or models. (10 marks)
4. Analyses the role of the leader in formulating and driving strategy. (5 marks)
5. Evaluates the culture and ethics of the organisation as revealed through its strategy. (5 marks)
6. Evaluates how the organisation has responded to at least one of the global trends (sustainability, the inclusive global economy, the Internet and technology). (5 marks)

Additional marks are awarded for referencing spelling, grammar and presentation (3 marks).

Important: Before finalising your organisation of choice, make sure that you are able to access appropriate information, especially about strategic planning. Also, check with the tutor – as organisations thoroughly covered in class may be precluded.

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Case Study Part One Marking Schedule (43 marks, weighting, 35% of course mark)

1. The organisation	/5
Concise information about the organisation that lays the foundation for strategic analysis.	
2. Strategic planning	/10
The information gleaned about strategic planning is both informative and provides a foundation for critique. (5 marks)	
The critique and analysis is plausible and links strongly to theory. (5 marks)	
3. Ongoing strategy formation and implementation	/10
The information gleaned about ongoing strategy formation and implementation is both informative and provides a foundation for critique. (5 marks)	
The critique and analysis is plausible and links strongly to theory. (5 marks)	
4. Strategic leadership	/5
Illuminating analysis of a leader's role in strategy formulation and implementation.	
5. Culture and ethics	/5
Evaluation of culture and ethics links strongly to strategy.	
6. Global trends	/5
Illustrates the organisations strategy in relation to at least one global trend	
7. Referencing and presentation	/3
Accurate citations and referencing	
High standard of presentation, spelling and grammar	
Deductions for late submission or plagiarism	

total mark:/43.