Project Guidelines

The project is a group component. Groups will perform strategic analysis for a firm

Expectations

1. Critical analyses of the internal and external environments in which organisations

operate and assess their worth for strategic planning.

2. Apply understanding of the theories, concepts and tools that support strategic

management in organizations and analyze the same to develop strategies for

implementation.

3. Conduct additional comparative analysis of the vision and mission and post-COVID

strategies of both the companies

4. Participate constructively in team situations to complete shared task and meet agreed

deadlines.

Evaluation Details

Weightage:20%

Group Details

There will be a total of 10 groups. Each group will constitute approximately equal number of

students, which will be determined in the first week. Students are required to work only in

allotted groups and no change will be allowed under any circumstances.

Word Limit

4000 words, however no more than 5% variation will be tolerated. Anything other than this

would attract penalty. Also it is compulsory to mention the word count at the end of the text.

The word count should not include Abstract, reference list or annexure.

Acceptable level of similarity is 10%.

Content Prospects

The report should be in the following format:

· Roll number, name of group members and group number (those members who do not

contribute may be excluded from the list)

· Name of the business entity along with logos, trademarks, or whatever is needed to create a

basic understanding; however no write up is expected here

· Acknowledgement

· Table of content, list out separately various chapters or parts, tables and graphs and annexure

· List of acronyms

· Abstract

· Report Text

· Annexure

· Reference List or Bibliography

What is an Abstract?

Abstract is a gist of the report. It tells the reader in nut-shell about the focus of the report. The

Abstract should not exceed 200 words. It is compulsory to mention the word count at the end

of the abstract.

What to Cover in the Report Text?

The text should include the following:

· Introduction

· Industry analysis

· Internal analysis

· Competitive Strategy Analysis

· Suggestions/Observations

The Report has to be prepared on A4 Size paper format with font size 12 and font style-Times

New Roman. Font size for ‘headings’ should be 14. The Project text should have single spacing

only. The report shall be submitted online.

What to Cover in the Annexure?

Annexure needs to cover the additional details that the reader needs to understand the text. All

annexure need to be cited appropriately in the report text. Not citing in the report text of the

annexure will attract penalty. Do not data dump and a reader should not be expected to derive the meaning of the additional information. The purpose of annexure should be either to deliver

additional information or provide further clarity of the matter cited in the report text.

What to Cover in the Reference List or Bibliography?

The referencing or bibliography is to be done in APA style guide. The report text should have

appropriate in-text citations and the same should be mentioned in the bibliography. Any

mention in the bibliography not having an in-text citation will attract penalty. Similarly

description in the text without appropriate citations will also attract penalty. Ensure that all the

borrowed ideas and matter is cited. Use of Wikipedia is prohibited. Excessive use of any one

form of reference will also attract penalty. For example report based simply on web material, or

based simply on one data source or report, will be penalized. It is expected that you use library books be used in the report, so prepare a separate list of books, magazines, journal articles