

[Deadline – See module page for details.](#)

GUIDELINES

The assignment is a recorded presentation on sustainability and organisational strategy.

DELIVERABLES:

1. A recorded presentation **of minimum 10 minutes and maximum 15 minutes.**
2. Presentation must contain a **maximum of 16 content slides**, plus one cover slide, and one slide with all references.
3. Presentations must show a clear video of you presenting. You will be guided on preparing and making your presentation throughout the module delivery period, particularly during tutorial sessions.
4. All submissions must be made in pptx format or as video on UWS OneDrive and a link to the file submitted to AULA assessment box. Detailed instructions on how to turn in your submission will be provided closer to the deadline and only submissions that conform with the instructions in the correct format will be assessed. Any violation of this will result in automatic fail.
5. All submissions must be made by the deadline provided. Any submissions that are made late for **ANY REASON** will be penalised as follows: 5 points deducted from total score for submissions that are made within 48 hours later than the deadline; 10 points deducted for any submissions that are made more than 48 hours after the deadline; 0 points will be awarded for any submissions made beyond one week after the deadline. These penalties also apply to resubmissions for any reason such as submitting wrong files or wrong content, personal technical errors etc.

However, if you are unable to submit due to allowed reasons which you can claim with required evidence, then you can apply for ECS. You can do so in Banner (any time before the submission, and up to 2 days after). Please read the appropriate sections on ECS in your student handbook to understand what kind of issues you can claim for and the evidence you can use to claim ECS. ECS means that you will have to delay your submission till another assessment opportunity, usually in the following term or academic year.

THE BRIEF

Theme: The Impact of Sustainability on Organisational Strategy

Select any organisation of your choice that has a public presence and publicly available information (website, social media, company reports etc). **Using MINTEL and/or STATISTA** as your primary source, carry out research on the sector that your organisation is in, focusing on sustainability trends in that sector.

Prepare and deliver a recorded presentation with credible evidence on the impact of sustainability on the relevant sector and explain how your selected organisation can respond to the emerging impact of sustainability using at least two organisational strategy concepts, techniques and/or tools.

- a. **A set of 10 to 15** slides that contains excellent, relevant, and concise power points, providing:
 - an effective and succinct introduction that identifies the subject of sustainability and its relevance, clearly explains the problem, and aim of your presentation, including rationale for the company you have selected, and including an overview of the selected company's profile. **(3 slides suggested)**
 - analyse the key drivers of sustainability and the consequences of these drivers on organisational business strategy, including (but not limited to) technology, social attitudes, and regulatory drivers. **(3 slides suggested)**
 - analyse the emerging evidence of sustainability on organisations, including general trends, competitor actions, and consumer behaviour, using market data on the relevant sector **(must include MINTEL/STATISTA data)**. **(3 slides suggested)**
 - explain the UN Sustainable Development Goals and the UN Global Compact frameworks, particularly addressing how your selected organisation can use these frameworks to create a positive public image as a sustainable organisation. **(3 slides suggested)**
 - Evaluate additional principles, challenges, and issues to consider in implementing and embedding sustainability in your selected organisation, by applying strategic management tools such as (but not limited to) SWOT and VRIO. **(3 slides suggested)**
- b. Well organised, structured, and formatted slides that provide a professional feel and are suitable for management level proposal pitching, with good balance between visuals and text elements.
- c. An appealing and convincing recorded audio-visual presentation that demonstrates personal confidence, embedded subject knowledge, and professionalism in presentation techniques, including verbal articulation, spatial awareness, and technical competence.
- d. Comprehensive academic underpinning throughout with persuasive evidence and application of theory, empirical research, and market data. *You are required to apply market data from MINTEL and/or STATISTA to support your presentation.*

The marking scheme is shown below:

Criteria	MARKS
Introduction & Preview	15
Content Relevance and Coverage	25
Verbal Articulation & Visual Dynamics	25
Structure, Organisation & Formatting	20
Academic Underpinning & Evidence	15
Total	100

ASSESSMENT EXPECTATIONS

You are expected to undertake reading and research on sustainability and how it affects organisational strategy before attempting this assessment. Your research should cover both industry and academic sources, as well as recommended market research tools. Your research should be evidenced throughout the presentation by providing citations and acknowledging sources in the slides and in the recorded presentation (please follow the recommended format for citation and referencing).

You are encouraged to utilise visualisation techniques in your slides, especially when presenting data or discussing models and frameworks. Visual elements such as tables and diagrams should be used along with text for a balanced and professional presentation.

You are encouraged to practice and familiarise yourself with the subject and content of your presentation before preparing and making your final recording. **You SHOULD AVOID reading content off slides** and instead ensure that you can confidently explain your content based on your internalised understanding of the subject while using slide content as memory cues and prompts.

After reading this brief, if you still have any questions, please feel free to post them on the dedicated assignment thread on the module page. However, an assignment briefing will also be held towards the end of the module to provide guidance on how to prepare your presentations and create your recordings. In addition, some assignment issues will be covered during your tutorials.

Thank you.

N.B: YOU MUST INCLUDE DATA FROM MINTEL AND STATISTA, EVEN IF YOU PROVIDE DATA FROM OTHER SOURCES.