



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd

## School of Management

Universal Business School Karjat Campus India

### Module Code

BSP6000

### Module Title

Strategic Management

### Academic Year

2023-24

### Semester

Semester2

### Module Leader email

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## Assessment Details

Assessment title	Abr.	Weighting
Coursework	Pres1	50%

Pass marks are 40% for undergraduate work.

### Task/assessment brief:

BSP6000 Strategic Management (Writ1)  
Coursework: 50% weightage

**Assignment Hand-Out Date** : 12<sup>th</sup> February 2024  
**Assignment Hand-In Date** : 12<sup>th</sup> March 2024

#### 1. Individual Report (50%):

You are required to work individually and carry out a secondary research of a contemporary business organisation. Based on your research you are required to prepare a presentation of 2,000 words, which must consist of the following:

- a. Significance and justification of the study. Introduction to the organisation to include its background and current situation, **20 Marks**
- b. Carry out critical and detailed external and internal environmental analyses. **30 Marks**
- c. Critically identify and evaluate the strategies adopted by the company to become and remain the industry leaders through diversification/merger/acquisition. **30 Marks**
- d. Discuss in detail the key learnings (supported by examples), articulate recommendations for even more effective strategies and conclusion. **20 Marks**

Students should use management concepts and frameworks and support their analysis with data and references.

This assignment covers **Learning Outcomes 1 and 3**.

A range of different Academic sources should be cited (e.g., textbooks or business reports/websites but not lecture presentation material or general websites). All material, including charts, diagrams and statistics should be referenced using the Harvard System.

**Note: Companies selected for Pres1 and Writ1 by a student, would not be the same.**

**Word count (or equivalent):**

2000

This is a reflection of the effort required for the assessment. Word counts will normally include any text, tables, calculations, figures, subtitles, and citations. Reference lists and contents of appendices are excluded from the word count but are important part of your efforts in terms of quality research work carried out.

## Academic or technical terms explained:

**Critical Analysis:** To examine in very close detail; to identify important points and major features.

**Evaluate:** To weigh arguments for and against something, assessing the strength of the evidence on both sides. Use criteria to guide your assessment of which opinions, theories, models or items are preferable.

What is critical writing?

It means you also recognise the limits of your evidence, argument, and conclusion.

Critical writing requires you to consider at least two points of view, including your own.

For example, you may explain a researcher's interpretation or argument and then evaluate the merits of the argument or give your own alternative interpretation.

## Submission Details

<b>Submission Deadline:</b>	<b>12<sup>th</sup> March 2024</b> (as per UBS schedule)	<b>Estimated Feedback Return Date</b>	<b>12<sup>th</sup> April 2024</b>
<b>Submission Time:</b>	5 pm		
<b>Moodle/Turnitin:</b>	Any assessments submitted after the deadline will not be marked and will be recorded as a non-attempt unless you have had an extension request agreed or have approved mitigating circumstances. See the School Moodle pages for more information on extensions and mitigating circumstances.		
<b>File Format:</b>	The assessment must be submitted as a pdf document (save the document as a pdf in your software) and submit through the Turnitin submission point in Moodle.  <b>Your assessment should be titled with your:</b>  <b>student ID number, module code and assessment ID,</b> <b>e.g. 20205678 BSP6000 WRIT1</b>		
<b>Feedback</b>	Feedback for the assessment will be provided electronically via Moodle. Feedback will be provided with comments on your strengths and the areas which you can improve. View the <a href="#">guidance</a> on how to access your feedback.  All marks are provisional and are subject to <a href="#">quality assurance processes</a> and confirmation at the programme Examination Board.		

## Assessment Criteria

### Learning outcomes assessed

- **LO-1** Analyse and deploy established strategy techniques and approaches, as well as the latest thinking, regarding enquiry and application to strategy related concepts and practical situations.
- **LO-3** Appreciate the areas of uncertainty, incompleteness, ambiguity, contradictions and the limits of knowledge relating to strategy and its environment.

### Other skills/attributes developed

This includes elements of the Cardiff Met EDGE (Ethical, Digital, Global and Entrepreneurial skills) and other attributes developed in students through the completion of the module and assessment. These will also be highlighted in the module guidance, which should be read by all students completing the module. Assessments

are not just a way of auditing student knowledge. They are a process which provides additional learning and development through the preparation for and completion of the assessment.

- Ethical and Global skills
- Analytical thinking and critical writing

## Marking/Assessment Criteria

Indicative answers:

Ideal report should include the following points (Answer keys)

- a. Significance and justification of the study (05 marks). Introduction to the organisation to include its background and current situation (15 marks), **20 Marks**
- b. Carry out critical and detailed external and internal environmental analyses. **30 marks**
  - PESTEL analysis. 10 marks
  - SWOT analysis. 10 marks
  - Application of Five Forces Model and VRIO Model. 10 marks
- c. Critically identify and evaluate the strategies adopted by the company to become the industry leaders. **30 Marks**
  - Discussion and alignment of theories and models of diversification/merger/acquisition. (15 marks)
  - Identification and application of these models and theories in the study. (15 marks)
- d. Discuss in detail the key learnings, supported by examples (07 marks), articulate recommendations for even more effective strategies (08 marks) and conclusion (05 marks). **20 Marks**

## Further Information

### Who can answer questions about my assessment?

Questions about the assessment should be directed to the staff member who has set the task/assessment brief. This will usually be the Module Leader. They will be happy to answer any queries you have.

Staff members can often provide feedback on an assignment plan but cannot review any drafts of your work prior to submission. The only exception to this rule is for Dissertation Supervisors to provide feedback on a draft of your dissertation.

### Referencing and independent learning

Please ensure you reference a range of credible sources, with due attention to the academic literature in the area. The time spent on research and reading from good quality sources will be reflected in the quality of your submitted work.

Remember that what you get out of university depends on what you put in. Your teaching sessions typically represent between 10% and 30% of the time you are expected to study for your degree. A 20-credit module represents 200 hours of study time. The rest of your time should be taken up by self-directed study.

Unless stated otherwise you must use the **HARVARD** referencing system. Further guidance on referencing can be found in the Study Smart area on Moodle and at [www.citethemrightonline.com](http://www.citethemrightonline.com) (use your university login details to access the site). Correct referencing is an easy way to improve your marks and essential in achieving higher grades on most assessments.

### Technical submission problems

It is strongly advised that you submit your work at least 24 hours before the deadline to allow time to resolve any last-minute problems you might have. If you are having issues with IT or Turnitin you should contact the IT Helpdesk on [ithelpdesk@ubs.org.in](mailto:ithelpdesk@ubs.org.in). You may require evidence of the Helpdesk call if you are trying to

demonstrate that a fault with Moodle or Turnitin was the cause of a late submission.

### Extensions and mitigating circumstances

Short extensions on assessment deadlines can be requested in specific circumstances. If you are encountering particular hardship which has been affecting your studies, then you may be able to apply for mitigating circumstances. This can give the teachers on your programme more scope to adapt the assessment requirements to support your needs. Extensions and mitigating circumstances policies and procedures are regularly updated. You should refer to your degree programme or school Moodle pages for information on extensions and mitigating circumstances.

### Unfair academic practice

Cardiff Met takes issues of unfair practice **extremely seriously**. The University has procedures and penalties for dealing with unfair academic practice. These are explained in full in the University's Unfair Practice regulations and procedures under Volume 1, Section 8 of the Academic Handbook. The Module Leader reserves the right to interview students regarding any aspect of their work submitted for assessment.

Types of Unfair Practice, include:

**Plagiarism**, which can be defined as using without acknowledgement another person's words or ideas and submitting them for assessment as though it were one's own work, for instance by copying, translating from one language to another or unacknowledged paraphrasing. Further examples include:

- Use of any quotation(s) from the published or unpublished work of other persons, whether published in textbooks, articles, the Web, or in any other format, where quotations have not been clearly identified as such by being placed in quotation marks and acknowledged.
- Use of another person's words or ideas that have been slightly changed or paraphrased to make it look different from the original.

- Summarising another person's ideas, judgments, diagrams, figures, or computer programmes without reference to that person in the text and the source in a bibliography/reference list.
- Use of assessment writing services, essay banks and/or any other similar agencies (NB. Students are commonly being blackmailed after using essay mills).
- Use of unacknowledged material downloaded from the Internet.
- Re-use of one's own material except as authorised by your degree programme.

**Collusion**, which can be defined as when work that that has been undertaken with others is submitted and passed off as solely the work of one person. Modules will clearly identify where joint preparation and joint submission are permitted, in all other cases they are not.

**Fabrication of data**, making false claims to have carried out experiments, observations, interviews or other forms of data collection and analysis, or acting dishonestly in any other way.

## How is my work graded?

Assessment grading is subject to thorough quality control processes. You can view a summary of these processes on the [Assessment Explained Infographic](#).

Grading of work at each level of Cardiff Met degree courses is benchmarked against a set of general requirements set out in [Volume 1, Section 4.3](#) of our Academic Handbook. A simplified version of these Grade Band Descriptors (GBDs) with short videos explaining some of the academic terminology used can be accessed via the [Facilitation of Learning](#) resource page.

We would strongly recommend looking at the [Study Smart](#) area of Moodle to find out more about assessments and key academic skills which can have a significant impact on your grades. Always check your work thoroughly before submission.

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