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| Submission Deadline | Marks and Feedback |
| Before 10am on:  21/06/2024 | **20 working days after deadline (L4, 5 and 7) 15 working days after deadline (L6) 10 working days after deadline (block delivery)** |





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| Unit title & code | Strategy and the Global Competitive Environment BSS058-6 |
| Assignment number and title | 1. Analysis of the Contemporary External and Internal Strategic Environment |
| Assignment type | PJ-Art |
| Weighting of assignment | 40% |
| Size or length of assessment | PowerPoint slides supported by evidence (total 2,400 words) |
| Unit learning outcomes | 1. Nature and purpose of strategy, strategic analysis, its theoretical underpinnings and implications for marketing. Demonstrate an, analytic and persuasive understanding of the strategy process  2. Think strategically and increased confidence handling and discussing complex, current events; Deploy analytical tools of strategic and marketing management, synthesise, evaluate and develop appropriate strategic and marketing options. |





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| What am I required to do in this assignment? |
| **Task:**  You will produce an artefact in the form of PowerPoint slides with supporting notes.  Your task is to create a comprehensive set of PowerPoint slides that analyse and present data and supporting evidence to critically evaluate the industry trends affecting the company you work for or you may have studied if you have a live project. Your instructor will indicate this.  Based on your analysis of industry trends, you should critically evaluate their potential impact on the company studied in your live project. Consider both positive and negative impacts, including opportunities and challenges. Assess how the company's current strategies, capabilities, and resources align with the identified trends.  The total word count should total 2400 words so you need to be precise with the information shown in the slides \*See marking criteria for more specific detail |
| What do I need to do to pass? (Threshold Expectations from UIF) |
| Collect and critically analyse, to an acceptable level, relevant data to identify and analyse the given strategic environment from the perspective of a real firm select and apply relevant strategic frameworks or approaches to generate critical insights relevant to the organization. |
| How do I produce high quality work that merits a good grade? |
| Create visually appealing slides with clear and concise content. Use relevant charts, graphs, tables, and images to illustrate key points effectively. Ensure that the information is presented logically and coherently. These should clearly show the potential impact of the trends on the company and must be strictly linked to the information about the company that you have been presented with in the unit |
| How does this assignment relate to what we are doing in scheduled sessions? |
| The sessions are about thinking strategically and making strategic judgments about both the changing world around us and the strategies of all sorts of organisations in a variety of uncertain contexts. |



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| How will my assignment be marked? |
| Your assignment will be marked according to the threshold expectations and the criteria on the following page.  You can use them to evaluate your own work and consider your grade before you submit. |

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|  | **Pass – 40-49%** | **Pass – 50-59%** | **Commendation – 60-69%** | **Distinction– 70%+** |
| **1. Organization and presentation of the submission (10%)** | The presentation shows some attempt at organization, but the overall structure and flow of ideas may be unclear or inconsistent. The slides lack cohesiveness, and the formatting and design could be improved. This provides limited explanations and fail to enhance the understanding of the issues. | This demonstrates a basic level of organization, with a somewhat coherent structure and flow of ideas. The slides are adequately structured, visually presentable, and support the content. The speaker's notes provide basic explanations, contributing to the understanding of the issues. | This exhibits a clear and logical structure, with well-defined sections and a coherent flow of ideas. The slides are visually appealing, well-structured, and effectively support the content. This provides sufficient explanations and additional insights, enhancing the understanding and engagement of the audience. | This is exceptionally well-organized, with a seamless and logical flow of ideas. The slides are visually appealing, well-structured, and greatly enhance the overall content. The coverage is comprehensive, providing detailed explanations and insights that significantly enhance the understanding and engagement of the audience. |
| **2 Use of appropriate methods from the strategy toolbox to generate a meaningful analysis (you are demonstrating your ability to select and use tools that will enable a strong critical analysis) (30%)** | The presentation attempts to use some methods from the strategy toolbox to analyze the industry trends, but the application is limited in scope or lacks depth. The analysis may lack coherence and fail to generate a meaningful or comprehensive analysis. | The presentation demonstrates the use of relevant methods from the strategy toolbox to analyze the industry trends. The chosen methods are generally appropriate and applied adequately, resulting in a reasonable analysis that identifies some key patterns and insights. | The presentation effectively employs a range of relevant methods from the strategy toolbox to analyze the industry trends. The chosen methods are appropriate and applied skillfully, resulting in a meaningful analysis that identifies key patterns and insights. | The presentation showcases a sophisticated and comprehensive use of a wide range of methods from the strategy toolbox to analyze the industry trends. The selection and application of these methods are highly relevant and skillful, resulting in an in-depth analysis that uncovers valuable and actionable insights. |
| **3 Critical Evaluation of the Data and Linkage to the Live Project (40%)** | The presentation includes some critical evaluation of the data, but the analysis may lack depth or fail to establish a strong linkage to the live project. The evaluation may be limited to superficial observations and may not fully demonstrate an understanding of the company's specific context. | The presentation provides a reasonable level of critical evaluation of the data, identifying relevant strengths, weaknesses, opportunities, and threats. The linkage to the live project is established to some extent, demonstrating an understanding of the company's specific context and its potential implications. | The presentation showcases a satisfactory level of critical evaluation of the data, highlighting meaningful insights and implications for the company studied in the live project. The analysis demonstrates a good understanding of the company's specific context and effectively links the identified industry trends to its performance, operations, and strategic decision-making. | The presentation demonstrates an exceptional level of critical evaluation of the data, showcasing deep insights and implications for the company studied in the live project. The analysis reflects a profound understanding of the company's specific context and effectively links the identified industry trends to its performance, operations, and strategic decision-making. |
| **4. Use of Supporting evidence. (20%)** | The presentation includes some supporting evidence, but it may be insufficient or not fully relevant to the evaluation of industry trends and their impact on the company. The references may not be properly cited, and the evidence provided may not effectively strengthen the arguments. | The presentation incorporates a reasonable amount of supporting evidence, including credible sources such as industry reports, academic articles, market research, and financial data. The references are generally cited appropriately, and the evidence provided adequately supports the arguments. | The presentation demonstrates a good use of supporting evidence, incorporating a wide range of relevant and credible sources to substantiate the analysis. The references are accurately cited throughout the presentation, and the evidence provided enhances the credibility and persuasiveness of the arguments. | The presentation showcases an exceptional use of supporting evidence, incorporating an extensive array of relevant and credible sources to substantiate the analysis. The references are accurately cited throughout the presentation, and the evidence provided significantly enhances the credibility and persuasiveness of the arguments. |