

Assignment Brief

International Strategic Management

BSc in International Business Management
(and other relevant programmes)

Introduction

This assignment evaluates your understanding of the concepts in strategy and strategic management and the ability to apply them in real-life companies and situations. The final document that needs to be submitted includes two parts (components) as described below.

Preparation

The first step in this assignment is to find a company. It can operate in any sector or market you wish.

1. Choose a company that generates revenue of a few hundred thousand pounds or equivalent (£100,000+), it is of reasonable size (10+ employees) and there is enough information available in the public domain. The company should have a degree of international activity.

The availability of material is very important as your assignment is, heavily, based on information you can collect, study and analyse

2. Study the material and try to understand the core business, the activities, the products, the strategies it follows and their position in the market
3. Then, proceed with the tasks of the assignment

Assignment

Assume the role of a management consultant and prepare a report and a presentation about the company of your choice. The purpose is to inform investors regarding the strategic position of the company.

Components

The assignment has two components:

- A. Coursework (Report) – 70%
- B. Business Case Presentation – 30%

Both components are submitted in one document as detailed in the submission section in this document. Each component carries different weights (70% and 30%, respectively). The pass mark is 40%.

Coursework

The main report of this assignment is a 3,500-word document based on the company you have chosen. After studying the available material, complete the following tasks:

1. Critically evaluate the external environment of the company
2. Critically evaluate the resources and capabilities of the company
3. Using the previous analysis, assess the sources of competitive advantage of the firm
4. Recommend strategies that the company may pursue to utilise the advantages and address any challenges in the market

Business Case Presentation

Prepare a graphical presentation (e.g. PowerPoint presentation) of the company based on the coursework you developed. The presentation should be the equivalent of 12 minutes demonstration and, usually, comes in the form of slides but this is not a requirement. You are free to choose other means of graphical presentation. In the tool of your choice, make sure you are able to produce printouts (handouts) from your presentation because you need to include them in the final document you submit.

If you use MS PowerPoint, you can find guidance to produce the handouts on the VLE in this [link](#). The number of slides varies and depends on the business case. In general, for 12 minutes presentation a pack of 10-12 slides is reasonable.

Structure

The word limit is 3,500 words and the assignment is expected to include, at minimum, the following parts:

- Title Page
- Table of Contents
- Introduction
- External Environment
- Resources and Capabilities
- Sources of Competitive Advantage
- Recommendations
- Conclusion
- Presentation
- References
- Appendices (if relevant)

Marking Criteria

The assignment is marked out of 100%. The following table provides the mark break down (Table 1).

Table 1: Marking Criteria

Section	Mark (%)	Notes
Introduction	5	Discussion of the company to familiarise the reader with the activities, the products and markets
External Environment	15	Critical analysis of the external environment (macro/micro). Appropriate and advanced frameworks should be used
Resources and Capabilities	15	Critical analysis of the resources and capabilities. Appropriate and advanced frameworks should be used
Sources of Competitive Advantage	15	Evaluation of the ways the company achieves competitive advantage. Appropriate and advanced frameworks should be used
Recommendations	5	Recommendations should be based on the outcomes of the previous analysis
Conclusion	5	This is an overall discussion of the report and what has been presented
Presentation	30	The presentation should include all the parts of the report
General	10	Writing style, references, arguments, presentation
Total	100	

Submission

The submission is electronic on TurnItIn. The submitted document must include both components in one file as it is reflected in the [structure](#) above. Please refer to the VLE for the submission link and the deadline.

Notes

Academic text follows specific conventions regarding the writing style, the tone, the use of terminology and the use of references. The final document should be presented in a professional manner (paragraphs, fonts, content, references, graphs, etc.) and the printouts must be readable, clean and professional (fonts, colors, structure, balanced content).

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