

ASSIGNMENT INFORMATION

Due Date

Monday, January 25, 2021

9:00 AM

Points Possible

120

[View Rubric](#)

Strategic Management and Strategic Competitiveness

Overview

Choose one public corporation in an industry with which you are familiar. Research the company on its own website, the public filings on the Securities and Exchange Commission's [Filings & Forms](#) page, the Strayer University's [online databases](#), the [Lexis Advance database](#), and any other sources you can find. The annual report will often provide insights that can help address some of these questions. Use the [Strategic Management and Strategic Competitiveness Template \[DOCX\]](#) to ensure that your assignment meets the requirements.

*Sec.gov/edgar.
sh.html*

Requirements

Write a 4–6 page paper in which you address the following:

- Assess how globalization and technology changes have impacted the corporation you researched.
- Apply the industrial organization model and the resource-based model to determine how your corporation could earn above-average returns.
- Assess how the vision statement and mission statement of the corporation influence its overall success.
- Evaluate how each category of stakeholder impacts the overall success of this corporation.
- Use the [Strayer University Online Library](#) or the Internet to locate and include at least three quality references. Note: Wikipedia and similar websites do not qualify as academic resources.

This course requires the use of Strayer Writing Standards. For assistance and information, please refer to the Strayer Writing Standards link in the left-hand menu of your course. Check with your professor for any additional instructions.

The specific course learning outcome associated with this assignment is the following:

- Determine the impact of globalization and technology changes, strategic models, vision and mission statements, and stakeholders on a corporation's success.

By submitting this paper, you agree: (1) that you are submitting your paper to be used and stored as part of the SafeAssign™ services in accordance with the [Blackboard Privacy Policy](#); (2) that your institution may use your paper in accordance with your institution's policies; and (3) that your use of SafeAssign will be without recourse against Blackboard Inc. and its affiliates.

Institution Release Statement

When finished, make sure to click **Submit**.

Optionally, click **Save as Draft** to save changes and continue working later, or click **Cancel** to quit without saving changes.

Week 3 Strategic Management and Strategic Competitiveness Assignment

Student's Full Name

Strayer University

BUS499 Business Administration Capstone

Professor's Name

Date

Template Instructions (delete this page before submitting)

This template is provided to help you meet the assignment requirements.

This page should NOT be submitted with your assignment, as it is not part of an academically written paper. Note the “Clarity, writing mechanics, and formatting requirements” section of the grading rubric.

HOW TO USE THIS TEMPLATE

- Read the explanations provided in the template for each section of your paper.
 - The explanations are in blue font below.
 - You should have already read the assignment instructions in Blackboard.
- Type your response to each of the assignment requirements within the designated sections.
 - Each assignment requirement is identified using a section Heading that is in black font
 - DO NOT add extra spaces between sections.
 - DO NOT change the margins.
- You are required to have a heading for each of the sections in your paper.
 - The required headings have been provided for you.
 - DO NOT delete, alter, or add anything to the section Headings.
 - DO NOT type the assignment instructions into the sections.
- After typing your responses, change the font color to black and make sure it is not in bold.
 - Be sure to change the font color on the title page to black after typing your name, professor’s name, and date.
- Everything in blue font below should be deleted and replaced with your responses.
- DELETE this entire page before you submit your assignment to avoid losing points.

REMINDERS

- The assignment is due in week 3.
- Do not copy content from previous assignments in this class or others.
- Late submissions negatively impact your grade.
- Include at least 4 full and complete academically written pages that address the requirements. The title page, this instruction page, and the source page do not count.
- Use at least 3 quality sources, one of which MUST be the course textbook.
- Strayer uses SafeAssign – an automated plagiarism checker. It is advised that you do your own writing and use external resources to support what you have written in your own words.

Week 3 Strategic Management and Strategic Competitiveness Assignment

Write your introduction here. Include one (1) paragraph (not more than 6 lines of text) that explains what your paper will discuss. Much of your introduction may be taken from the assignment instructions (in your own words). Read all assignment resources to understand what should be included in your paper. Be sure to review the assignment instructions in Blackboard, the grading rubric, and the recorded writing workshop to understand the requirements. Do not exceed 6 lines of text in this introduction. There should be no direct quotes in this section. After reading these instructions, replace this blue text with your introduction and change the font color to black.

Globalization

Thoroughly assess how globalization has impacted the public corporation you researched. Provide a thoughtful and well researched response. Consider for example, how your chosen company has been involved in expanding globally, how it has been impacted by global competition, and the global economy. Do not simply define the term globalization. If your company has locations in other countries, do not just state that your corporation has locations in other countries or simply list the various countries in which the company does business. You need to assess the impact globalization has had on your selected corporation.

Your assessment should demonstrate that you have read, understand, and can apply the globalization concepts covered in the textbook and course resources. You must consider the various aspects of globalization discussed in the course and make judgments about their impacts to your selected corporation. Do not write about globalization in general terms. Your assessment should be directly related to your selected corporation. Your writing here should thoroughly assess how globalization has impacted your chosen corporation. Do not Google “globalization”.

You must display an understanding based on what is studied in this course and demonstrate an ability to apply the concepts in a real-world assessment of a corporation. Your textbook must be a source along with other credible sources that support the globalization concepts covered in this course. Read chapters 1-3 in the course textbook as each chapter provides a solid background on Globalization that applies to this section. Review the Week 1 & 2 Learn Readings for supporting content. Properly cite your sources and avoid the use of direct quotes. After reading these instructions, replace this blue text with your assessment and change the font color to black.

Technology

Thoroughly assess how technological changes have impacted the public corporation you researched. Provide a thoughtful and well researched response. Consider for example, how the company has been impacted by cloud computing, social media, crowdfunding, program apps, email, texting, websites, mobile, automation, robotics, IOT (Internet of Things), AI (Artificial Intelligence), e-commerce, data and analytics, etc. Research how the company may have been impacted by diffusion and disruptive technologies as explained in the textbook. Do not simply define the term technology. You will need to assess the impact changes in technology have had on your selected corporation.

Your assessment should demonstrate that you have read, understand, and can apply the technology concepts covered in the textbook and course resources. You must consider the various aspects of technological changes discussed in the course and make judgments about their impacts to your selected corporation. Do not write about technology in general terms. Your assessment should be directly related to your selected public corporation. If your company is technologically advanced, do not simply list the various technologies they possess but rather assess how changes in technology have impacted the corporation. You must display an

understanding based on what is studied in this course and demonstrate an ability to apply the concepts in a real-world assessment of a corporation. Do not Google “technology”. Your writing here should thoroughly assess how changes in technology have impacted your chosen corporation.

Your textbook must be a source along with other credible sources that support the technology concepts covered in this course. You must display an understanding based on what is studied in this course. Read chapters 1-3 in the course textbook as each chapter provides a solid background on Technology that applies to this section. Review the Week 1 & 2 Learn Readings for supporting content. Cite your sources and avoid the use of direct quotes. After reading these instructions, replace this blue text with your assessment and change the font color to black.

Industrial Organization Model

Thoroughly apply the industrial organization model to determine how your corporation could earn above-average returns (i.e. revenue). This model is based upon the corporation’s external environment which is anything outside of the corporation that can influence or impact its business (macro)/operations (micro). Your application should walk through the components the model suggests are needed to earn above average returns. Hint: see Figure 1.2 in the textbook. Do not Google “Industrial Organization Model” or simply provide a definition or write in general terms. Your writing here should apply the components of the model, as described in the course material, to your specific corporation, demonstrate your understanding of the concepts, as described in this course, and demonstrate your ability to apply those concepts to a real-world corporation. Read chapter 1 as it provides a solid background on this model. Review the Week 1 Learn Readings for supporting content. Cite your sources and avoid the use of direct

quotes. After reading these instructions, replace this blue text with your application and change the font color to black.

Resource-Based Model

Thoroughly apply the resource-based model to determine how your corporation could earn above-average returns (i.e. revenue). Consider the corporation's unique resources (corporate culture, land, location, equipment, brand, reputation, trademarks, patents, etc.) and capabilities (skills, experience, etc.) that set it apart from its competition. Your application should walk through the components the model suggests are needed to earn superior returns. Hint: See Figure 1.3 in the textbook. Do not Google "Resource-Based Model" or simply provide a definition or write in general terms. Your writing here should apply the components of the model, as described in the course material, to your specific corporation, demonstrate your understanding of the concepts, as described in this course, and demonstrate your ability to apply those concepts to a real-world corporation. Read chapter 1 as it provides a solid background on this model. Review the Week 1 Learn Readings for supporting content. Cite your sources and avoid the use of direct quotes. After reading these instructions, replace this blue text with your application and change the font color to black.

Vision

Thoroughly assess how the vision statement of the corporation influences its overall success. Include the actual vision statement for your chosen company (be sure to quote and cite your source). Consider the key concepts discussed in chapter 1 regarding vision in your assessment of your selected corporation's vision statement. Do not simply provide a definition of vision or make general statements. Do not simply copy and paste the vision statement. In addition to the actual vision statement for your corporation, your writing must demonstrate that

you understand the concept of vision, as discussed in this course, and can assess the impact your corporation's vision statement has on its overall success. You must consider the various aspects of vision statements discussed in the course and make judgments about their impacts to your selected corporation. The assessment is critical to this assignment requirement. Without an assessment you have not met the requirements. Read chapter 1 as it provides a solid background on vision. Review the Week 1 Learn Reading for supporting content. Cite your sources. After reading these instructions, replace this blue text with your assessment and change the font color to black.

Mission

Thoroughly assess how the mission statement of the corporation influences its overall success. Include the actual mission statement for your chosen company (be sure to quote and cite your source). Consider the key concepts discussed in chapter 1 regarding mission in your assessment of your selected corporation's mission statement. Do not simply provide a definition of mission or make general statements. Do not simply copy and paste the mission statement. In addition to the actual mission statement of your selected corporation, your writing must demonstrate that you understand the concept of mission, as discussed in this course, and can assess the impact your corporation's mission statement has on its overall success. You must consider the various aspects of mission statements discussed in the course and make judgments about their impacts to your selected corporation. The assessment is critical to this assignment requirement. Without an assessment you have not met the requirements. Read chapter 1 as it provides a solid background on missions. Review the Week 1 Learn Reading for supporting content. Cite your sources. After reading these instructions, replace this blue text with your assessment and change the font color to black.

Stakeholders

Thoroughly evaluate how each category of stakeholder, described in the textbook, impacts the overall success of your selected corporation. Do not Google “stakeholders” or simply provide a definition or list of stakeholders. You must provide an evaluation that demonstrates your understanding of each classification of stakeholders, as described in this course. Hint: See Figure 1.4. Do not write in general terms about stakeholders. Your evaluation must thoroughly and specifically describe how each classification of stakeholders impacts your selected corporation’s success. It is critical that you display your understanding of stakeholder classifications. Without the identification and evaluation of each of the stakeholder classifications, discussed in the course, you have not met the requirements. Read chapter 1 for additional background on Stakeholders and the Classifications, as it provides a solid background that applies to this section. Review the Week 1 Learn Reading for supporting content. Cite your sources and avoid the use of direct quotes. After reading these instructions, replace this blue text with your evaluation and change the font color to black.

Sources

1. Hitt, Ireland, & Hoskisson. 2020. Strategic management: Concepts and cases: Competitiveness and globalization (13th ed.). Mason, OH: South-Western Cengage Learning
2. Author. Publication Date. Title. Page # (written as p. #). How to Find (e.g. web address)
3. Author. Publication Date. Title. Page # (written as p. #). How to Find (e.g. web address)