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4. Research, analyse and assess from the selected AR&A the publishing and media related operations in terms of the products and services, exploring their revenue streams and market reach and evaluating any significant reported changes.
5. Research and analyse the financial health and resource capabilities of the company, and analyse and assess any disclosed links between these and their publishing and media related operations with reference to the enhancement of competitive advantage and financial returns as reflected in shareholder value.
6. Conclude with a personal view of the suitability and risks of the company's current and proposed strategies in so far as they affect the publishing and media related operations of the company. This should be based on your interpretation of the directors' report and the corporate information stated in the AA&R.
7. Base your information only on the AA&R and on any online links to the company's operations website(s). Any wider research should be related to the theory that underpins concepts introduced by you to support your case study evaluative commentary; sources to such theory should be referenced within your report.
8. Your individual evaluative commentary should take the form of a concise report and should be approximately 1200 words. You should not exceed the specified word count by more than 10% (i.e. 1320 words). State the actual word count (excluding references or appendices) on the covering title sheet of your report which should also include the assignment Unit number and your name and course.

Learning outcomes:

On completion of this unit (element) you will be able to:

1. Demonstrate the ability to analyse a variety of financial indicators and draw conclusions about effective business and financial strategies for managing future risks and return on investments so you are prepared to manage for the growth and development of different types of publishing operations.
2. Develop systems, strategic approaches and strategies for managing resources, risk, technology, content and brand and customer portfolio assets, people and projects to build sustainable business or organisational results

Assignment criteria / format:

Analysis, Subject Knowledge, Experimentation

Element 1: A Strategic evaluative case study of 1,200 words (20%)

Assessment Grades:

Performance in all cases is judged in relation to your achievement of the assessment criteria for the stated Learning outcomes particular to this assignment. Refer to the assessment grid also supplied to guide you on the level of work that is required by grade. Further guidance on Assessment is published in