

Table 2B – Assignment Deadline Summary

	First Day of Class
Pre Course Assignment (PCA)	
Main Assignment (MA)	28/09/12

2. Main Assignment: Group Project (or whatever is indicated by the lecturer)

Purpose: The assignment is aimed at enhancing your ability to integrate the material learned on this course and to apply that material to a “live” situation via a case-study. In addition, the group work will enhance your teamwork skills.

Process: Form yourselves into a group of five or six persons.

Group Case Analysis: You will be provided with a case that must be solved as a group. The details of the group assignment will be posted on Blackboard. In brief, a case analysis report will be 15 double-spaced pages long and have some exhibits. Here are the exact details of the various sections of the report and the exhibits required:

1. Executive Summary
2. External Analysis (plus 1 exhibit)
3. Internal Analysis (plus 1 exhibit)
4. Problem statement
5. Criteria for evaluating strategic alternatives
6. Three strategic alternatives and evaluation (plus 3 exhibits, 1 per alternative)
7. Recommended alternative and execution (plus 1 exhibit)
8. Limitations of Alternative and Conclusions

It is important that you clearly demonstrate your understanding of core course concepts and analysis tools by explicitly explaining and applying these in your report.

Product: Case reports are to be no longer than 15 typed A4 pages in length, excluding the cover page, exhibits and reference list. Use Times New Roman size 12 font with one inch

margins all around and double-spacing. Students should structure the report exactly as indicated above. Cover page should clearly state the full names of all members of the group.

This assignment must be submitted to your Programme Manager by way of a hard copy. The submission date will be confirmed during session 1 of the course. See Grade Descriptors on page 15.

As this is a group assignment, the intention is that all members of the group will receive the same mark for the written submission of the project. However, all members are also required to submit an individual paper (500 words) recording their contribution to the group project. These individual papers should include reflections and experiences of working on the project within the group context. Reflections should include such elements as how the project contributed to the student's overall learning on the module, how the group worked together, limitations within the activity, etc. The quality of the individual paper will be taken into consideration when awarding the individual students the group mark and in exceptional circumstances an individual student may be awarded a higher or lower mark than the group mark where the module instructor judges this to be warranted. All individual papers should be attached at the back of the group assignment and should clearly indicate the author.

3. Examination:

The examination (3 hours) will focus on module themes and the material covered in the text, cases, assigned readings, videos and class discussions. For this, students are expected to demonstrate their understanding of theory and practice addressed throughout the module. The examination question format will be designed to allow you show your understanding of the topics discussed and also reveal your learning (new and prior). More specific guidelines regarding the examination paper format and questions will be provided during the final session.

The final exam will comprise a combination of multiple choice and true/false questions. It is possible that there may be some fill-the-blanks questions. The number of questions will be 100-120. Please see Appendix 3 for a sample paper and marking.