**STRATEGIC MANAGEMENT**

**COURSEWORK ASSESSMENTS BRIEF 2023/2024**

**Group Assessment 1: 25% of the Credits**

Your group is required to deliver a 20-minute presentation in your Week 7 lecture (followed by questions from your tutor). In your presentation you are required to deliver the following:

1. **(a)** A strategic analysis for your case study organisation using an appropriate strategy theoretical framework(s). (Please note: S.W.O.T. and P.E.S.T. are not permitted, these are not theoretical frameworks). **Please display your analysis so that it is clearly legible and pick out key points to talk about. If you do not show your analytic work on your .ppt slides, we cannot give you credit for it! It is not possible to give an oral presentation of all of your analysis in 20 minutes.** Any background information that is not analysis should be kept to short bullet points.

**Group Assessment 2: 25% of the Credits**

Your group is required to deliver a 20-minute presentation in your Week 8 lecture (followed by questions from your tutor). In your presentation you are required to deliver the following:

1. **(b)** Strategic recommendations for your case study organisation **in line with your analysis**. You should consider risk, feasibility, potential barriers to implementation and suggest implementation methods, when making your recommendations.
2. **Individual Assessment 2: 50% of the Credits**
3. You are required to deliver individually a 10-minute presentation in your Weeks 9 and 10 lecture (followed by questions from your tutor). In your presentation you are required to deliver the following:
4. (**c**) Critically discuss the limitations of the theory you have used and any limitations of your methodology or analysis and how these impact on your findings and recommendations. You should also discuss any alternative theoretical perspective that might have been instructive to examine your case study.

It is important that your work meets required standards in academic integrity, that you adopt the Harvard method of referencing and include a list of your **academic** sources of reference. You do not need to present your list of sources of reference, but they should be clearly displayed at the end of your presentation. Your tutor frequently asks questions about these, please make sure they are legible and sensible (good quality sources). *You do not need to provide a list of sources for your secondary data on your organisation/industry.*

Each group member should participate in the oral presentation.

Each member of the group will receive the same mark.