

BMA6104 Organisational Strategy

Assignment 1

Individual case study report (50%)

SUPPLEMENTARY GUIDANCE

Students must submit a report which assesses the strategic situation of a business of their choice. The strategic situation of the business will need to be assessed considering both current conditions and options for forward strategy.

You must choose a business to study and then provide a report that evaluates the current strategic situation of your business (including both positive and negative aspects) and some strategic options for the future. Your report should have a short Introduction (familiarising the reader with the business and context) and Conclusions (summarising the key take-home insights from the report). The main body of the report should cover the following five areas (you must give some significant attention to each of these five areas, but they do not need to be of equal length, indicative wordlengths are shown below, this allows for different framings of the analysis and structuring of the report):

Macro-environment factors	(300-700 words)
Industry position	(300-700 words)
Internal capabilities and stakeholder perspectives	(300-700 words)
Individual future options	(200-500 words)
Collaborative future options linking with other businesses	(200-500 words)

The format for submission is a professional report written for an interested, non-professional audience who wish to better understand your business and some options for its future development.

You should organise your report clearly drawing on concepts, approaches and frameworks covered in the module and arranged as you consider appropriate to understanding the individual characteristics of your chosen business.

General Guidance:

- Citations and references should be provided using the Harvard style.
- Non-essential material that helps to inform the case analysis, such as supplementary details from a PESTEL analysis, may be submitted in Appendices (this is not included in the wordcount).

- Charts, diagrams and figures may all be used wherever appropriate to the points being made.
- A title page, executive summary and table of contents should all be provided (not included in the wordcount).
- Please submit to Turnitin using either a Word file or a pdf file.

Please refer to the 'Minerva/Assessment/Assignment 1 - Supplementary Guidance' folder for some examples of work on different parts of the case analysis.

Marking Criteria - BMA6104 Assignment 1: Individual Case Study Report

	0% – 39%	40% – 49%	50% – 59%	60% – 69%	70% – 84%	85% – 100%
Knowledge of concepts and contexts	Very weak understanding, based on little or no research into case and sector. Descriptions of concepts and context lack accuracy and relevance. Source material is very weak or non-existent.	Generally weak understanding of core concepts, with weak research into case and/or sector. Some limited evidence of understanding concepts and relevance in use. Source material is weak.	Some understanding of core concepts shown, also demonstrating some exploration of case and sector issues. Generally clear and coherent, limited in range and depth. Source material is moderate, providing some adequate support.	Competent understanding of core concepts shown, along with a good breadth and depth of investigation into details of case and sector. Some critical reflection and consideration of alternatives evident. Source material is good, providing strong support.	Excellent understanding of core concepts shown coupled with extensive and insightful details on case and sector. Wide ranging and critical reflections strongly in evidence. Source material is excellent, providing very strong support.	Exceptional understanding of core concepts shown, together with comprehensive coverage of relevant case and sector details. Source material is extremely well chosen throughout.
Analysis	There is no or very little evaluation or analysis; work is almost entirely descriptive.	Very limited evidence of ability to apply concepts and tools in analysis appropriately and meaningfully. Analysis is largely descriptive and there is little developed argument.	Key concepts are used to structure and develop analysis, though this is limited in range and depth of issues being considered. A reasonable attempt is made at developing a coherent argument.	Uses key concepts effectively to generate robust and well focused insights into case and context, leading to a coherent analysis. Some evidence of further critical reflection and evaluation.	Key concepts used very effectively and these are complemented with clearly supported independent judgement, original insights and critical reflections. The overall argument is coherent and wide ranging.	There is sophisticated use of core concepts, combining insightful analysis with well supported critical reflection and generation of original ideas. The argument is comprehensive and compelling.
Communication	Lacking clarity in delivery. Frequently difficult to understand or follow the argument. Weak structure and over/under length. Numerous instances of errors in quality of presentation including spelling, grammar, legibility and referencing.	Basic delivery, acceptable overall but with some confusion and lack of clarity. There are noticeable errors in quality of presentation including spelling, grammar, legibility and referencing.	Provides a fair level of clarity, occasionally lacking in coherence. Generally appropriate in length and focus. Limited errors in spelling, grammar, legibility and referencing. Quality overall is standard.	Provides a good level of clarity, only minor aspects may lack some coherence. Good attention to length and focus, there are only occasional errors in spelling, grammar, legibility and referencing. Quality shows some originality and careful attention to detail.	Provides an excellent level of clarity, covering complex issues very clearly. No noticeable errors in spelling, grammar, legibility and referencing. Arguments are coherent and well focused throughout, quality shows professionalism and originality.	Provides an outstanding level of clarity, without errors of any kind. Complex issues are succinctly covered and the presentation provide a comprehensive and compelling exploration of core issues. The style is exciting and engaging throughout.