Strategic Management and Business Policy I

Assignment Guidelines:

This task evaluates the fundamental principles and analytical tools of strategic management, focusing on environmental scanning, competitive positioning, and business model design. Students are expected to conduct comprehensive strategic audits, perform quantitative and qualitative market analysis using frameworks such as SWOT, PESTEL, and Porter's Five Forces, and apply resource-based views (RBV) to evaluate organisational capabilities and long-term business viability.

Submission Format:

- **Type:** Practical Analytical Report (Strategic Audit Project)
- **Font/Spacing:** Times New Roman, Size 12, Double Spaced
- **Word Count:** 1500 – 2500 words (excluding strategic matrix tables, data models, and analytical appendices)
- **Submission Deadline:** To be announced by the respective professors

Assessment Criteria:

- Understanding and application of strategic management concepts and core analytical tools – 20%
- Accuracy of environmental scanning, competitive positioning, and industry structural analysis – 25%
- Critical interpretation of internal capabilities, resource-based view (RBV), and business models – 20%
- Strategic insight, risk evaluation, and quality of actionable business recommendations – 25%
- Structure, technical reporting clarity, presentation, and APA referencing – 10%

Mandatory Sections:

- Title Page
- Table of Contents
- Executive Summary
- Introduction
- Theoretical Framework & Environmental Laws
- Internal & External Strategic Analysis
- Discussion & Managerial Implications
- Strategic Plan & Recommendations
- References
- Appendices (SWOT/PESTEL Matrices & Financial/Market Data)

Assignment Task – Choose ONE of the following practical projects:

Option 1: Macro-Environmental Dynamics and Structural Industry Analysis

Evaluate the external forces shaping industry competition and market attractiveness for an enterprise operating in a dynamic business sector. Your paper should:

- Perform an in-depth PESTEL analysis to pinpoint key macro-environmental opportunities and threat trends for the selected market.
- Use Porter's Five Forces framework to analyse supplier power, buyer power, competitive rivalry, threat of substitutes, and barriers to entry.
- Analyse actual corporate examples, both incumbent firms that successfully adapted to structural industry change and those that experienced strategic failure.
- Express a strategic market-positioning path and risk management paradigm from external implications

Option 2: Internal Resource-Based View (RBV), VRIO Analysis, and Core Competencies

Investigate the internal resources, capabilities, and dynamic competencies of an organisation to evaluate its potential for sustainable competitive advantage. Your paper should:

- Use the VRIO (value, rarity, inimitability, organisation) framework to assess the firm's tangible and intangible assets.
- Identify the key primary and support activities through which the company's value chain contributes to cost leadership or product differentiation.
- Study actual cases of top-tier companies that have won by using their internal core competencies to secure dominant positions in the market.
- Suggest a strategic resource allocation model for closing capability gaps and maintaining the competitive position.

Option 3: Business Model Innovation, Strategic Alignment, and Strategic Choice

Analyse how enterprise vision, mission statements, and core business models are designed and realigned to navigate competitive disruptions. Your paper should:

- Assess the organization's existing Business Model Canvas (BMC) in relation to its corporate mission, vision and long-term goals.
- Use the TOWS/SWOT matrix synthesis to identify actionable strategic options (SO, ST, WO, WT) for market expansion or defence.
- Explain the strategic repositioning of large global companies as a result of changing consumer behaviour and industry disruption.
- Create a strategic policy blueprint that links core business practices with long-term strategic goals