Assignment Guidelines:

- Submission Format:
- Font:Times NewRoman, Size 12, DoubleSpaced Word
- Count: 4000–5000 words
- SubmissionDeadline: 31st December 2026, 23:59 (Germany time)

Assessment Criteria:

- Depth of Knowledge (20%)
- Critical Analysis (20%)
- Application of Theory (20%)
- Real-World Relevance (20%)
- Adherence to APA Formatting Guidelines (20%)

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction Literature
- Review Methodology
- Findings
- Discussion
- Conclusion
- References
- Appendices

Assignment 1: Competitive Advantage and Strategic Positioning

Question:

- How can companies create and sustain a competitive advantage in highly competitive industries? Discuss various strategic positioning frameworks such as Porter's Generic Strategies, the Resource-Based View (RBV), and Blue Ocean Strategy, and analyse how they help organizations maintain long-term profitability. Provide examples of companies that have successfully implemented these strategies.

Assignment 2: Strategic Decision-Making in Global Expansion

Case Study:

- Examine the global expansion strategy of Starbucks and how it has navigated challenges in entering diverse international markets. How did Starbucks adapt its business model to local markets while maintaining its brand identity? Discuss the strategic decision-making process behind their global footprint and evaluate its success.

Assignment 3: Innovation and Disruption in Business Strategy

Question:

- How do disruptive innovations impact traditional business strategies, and how should established companies respond to such disruptions? Discuss the role of innovation in developing new business models, and provide examples of businesses that have successfully integrated disruptive technologies or strategies to gain a competitive edge.