

**Assignment Guidelines:**

Submission Format:

Font: Times New Roman, Size 12, Double Spaced Word

Count: 4000–5000 words

Submission Deadline: 1st April 2026

**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

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Abstract

Introduction Literature

Review Methodology

Findings

Discussion

Conclusion

References

Appendices

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## Assignment 1: Competitive Advantage and Strategic Positioning

### Topic:

Examine how companies can create and sustain a competitive advantage in highly competitive industries. Analyze strategic positioning frameworks such as Porter's Generic Strategies, the Resource-Based View (RBV), and Blue Ocean Strategy, and assess their role in maintaining long-term profitability.

### Outcome Expectations:

- Analyze and compare different strategic frameworks.
  - Evaluate the application of these frameworks in real-world industries.
  - Identify key strategies that businesses can adopt to sustain competitive advantages.
  - Provide relevant examples of companies that have successfully implemented these strategies.
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## Assignment 2: Global Expansion Strategy and Decision-Making

### Topic:

Investigate the global expansion strategy of a company (e.g., Starbucks) and evaluate how it adapted to local markets while maintaining its global brand identity. Discuss the strategic decision-making processes involved in their international growth.

### Outcome Expectations:

- Assess the challenges of international expansion.
  - Evaluate how global companies adapt their strategies to local market conditions.
  - Analyze the strategic decision-making processes that drive successful global growth.
  - Provide a critical evaluation of the company's success in international markets.
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## Assignment 3: Disruptive Innovation and Business Strategy

### Topic:

Discuss how disruptive innovations impact traditional business strategies and how established companies can respond to such disruptions. Analyze the role of innovation in developing new business models and sustaining a competitive edge.

### Outcome Expectations:

- Evaluate the effect of disruptive technologies on traditional industries.
- Discuss strategies companies can use to embrace innovation rather than resist disruption.
- Analyze case studies of businesses that have integrated disruptive technologies successfully.
- Provide recommendations on how companies can sustain competitive advantage through innovation.