

## Undergraduate Diploma in Business Administration: Intakes September 2024 to May 2025

<b>Assessment Task:</b> Written assignment based on chosen questions	
<b>Module:</b> Strategic Management	<b>Tuition Centre:</b> 21 Academy <b>Licence Number:</b> 2018-017
<b>Level:</b> Award MQF Level 5	<b>Student Name:</b>
<b>Date:</b>	<b>Student Number:</b>
<b>Assignment Deadline:</b> 3 July 2025	
<p><b>Task</b> The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the process to Strategic Management.</p> <p><b>Note</b> This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the process in Strategic Management.</p> <p><b>Note</b> <i>You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style. You are expected to use the Harvard referencing style. Make sure to go through the <a href="#">Assignment Guidelines</a> made available in the course resource centre.</i></p>	
<p><b>Choose 1 question from the following:</b></p> <p style="margin-top: 20px;"><b>Question 1:</b> <b>Analysing Competitive Advantage: Application of Strategic Tools and Frameworks in Business</b> <i>This assignment requires you to select a company and critically analyze how it achieves and sustains competitive advantage using strategic management tools such as SWOT analysis, Porter's Five Forces, Value Chain Analysis, and the Resource-Based View. You will evaluate the effectiveness of these tools in identifying strategic opportunities and threats and recommend strategic actions to enhance the company's market position.</i></p> <p style="margin-top: 20px;"><b>Question 2:</b> <b>Developing a Comprehensive Strategic Plan: A Case Study on Market Entry and Growth Strategies</b> In this assignment, you will create a detailed strategic plan for an organization looking to enter a new market or expand its current market presence. You will conduct an external and internal environment analysis, define strategic objectives, formulate growth strategies (such as diversification, market penetration, or strategic alliances), and outline implementation and control mechanisms. The case study approach should demonstrate how theory translates into practical decision-making</p> <p style="margin-top: 20px;"><b>Question 3: Entrepreneurial Orientation and the Imperative for Innovation: Exploring How Companies Develop Competitive Advantage through Proactive and Innovative Strategies</b> This assignment requires a comprehensive analysis of the concept of Entrepreneurial Orientation (EO), including its key dimensions such as innovativeness, proactiveness, and risk-taking. You will investigate why companies must innovate in today's dynamic business environment, highlighting</p>	

the relationship between EO and organizational performance. The paper should examine how a strong entrepreneurial orientation drives innovation, supports strategic renewal, and enables firms to respond effectively to market opportunities and threats. Use real-world examples to illustrate the impact of EO on sustained competitive advantage.

**Pass Mark - 50%**

**Total Assignment Weighting - 55%**

**By submitting I confirm that this assessment is my own work**

**Mark:**

**Signature:** <main assessor>

**Date**

**Signature:** <quality assurance>