

**Undergraduate Diploma in Business  
Administration: Intake September 2024 to  
May 2025**

<b>Assessment Task:</b> One (1) Group presentation based on the question below	
<b>Module:</b> Strategic Management	<b>Tuition Centre:</b> 21 Academy <b>License Number:</b> 2018-017
<b>Level:</b> Award MQF Level 5	<b>Date:</b>
<b>Student Names:</b>	<b>Student Numbers: (same line)</b>
<b>Presentation Date:</b> 28 June 2025	
<p><b>Task</b> The purpose of this assessment is to develop an understanding of what was learnt during the module in particular with respect to Strategic Management.</p> <p><b>Note</b> This assessment provides students with an opportunity to explain the different aspects of Strategic Management.</p> <p><b>Note</b> <i>You should plan to spend approximately 20 hours researching, reviewing the course slides, planning and designing the presentation. You are expected to select the Harvard Referencing Style if you are using any sources for the information being given in the presentation.</i></p> <p><i>Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.</i></p> <p><i>The presentation should be 20 minutes long and students will be expected to answer questions <b>made</b> by the students in class as well as the tutor.</i></p>	
<p><b>Question:</b> Presentation Title:</p> <p>"From Local to Global: Guiding [Company Name] Through the Challenges and Rewards of International Growth"</p> <p>Rationale:</p> <p>You are a Management Consulting Group. You have been asked to advise your client - a business organisation of your choice on: Competing in International Markets: What are the benefits and advantages? What are the challenges?</p> <p>Important Considerations:</p> <p>Evaluate the external environment it is facing. Identify market factors it is facing and identify impact on strategic positioning. Critically analyse the case scenario and make justified strategic recommendations</p>	

<b>By submitting I confirm that I have been authorized by all the students in the group to acknowledge that the presentation is our own work</b>	
<b>Mark:</b>	<b>Student</b> (first in list above) <b>Signature:</b> < <i>main assessor</i> >
<b>Date</b>	<b>Signature:</b> < <i>quality assurance</i> >