



Assessment Details and Submission Guidelines	
Trimester	T2 2019
Unit Code	HI6006
Unit Title	Competitive Strategy
Assessment Type	Group Assignment – maximum 4 persons per group Note: Groups must be formed by week 6 and your lecturer informed in writing of each member’s name and student number. Once a group is formed, no changes are allowed. If you fail to form a group, your lecturer may allow you to submit individually.
Assessment Title	Report – Case Analysis and Application of Strategy Models
Purpose of the assessment	Students are required to explain in report format, with reference to a case of your choice, how any one of the following would be applied: Business Strategy, Competitive Dynamics, Corporate Strategy, Acquisitions and Structure, International Strategy. This is strictly required to be your own original work. Be sure to base your answer on the models studied in class and quote your academic sources.
Weight	35%, comprising: Topic Approval 5% (week 6); Presentation 10% (weeks 7-10); Report 20% (week 10)
Total Marks	35 [note: the total assignment is graded out of 35]
Word limit	Report not more than 2500 words
Due Date	Week 6 for the Topic Approval. Week 10 for the final report. [Late submission penalties accrue at the rate of -10% per day]
Submission Guidelines	<ul style="list-style-type: none"> • All work must be submitted on Blackboard by the due date along with a completed Assignment Cover Page. • The assignment must be in MS Word format, 1.5 spacing, 12-pt Arial font and 2 cm margins on all four sides of your page with appropriate section headings and page numbers. • Reference sources must be cited in the text of the report, and listed appropriately at the end in a reference list, all using Harvard referencing style. • At the end of your report please include an appendix stating ‘who wrote which section’, i.e. provide the student name and number for each section of the report. <p>Note: An in-class presentation may be required. This is at the lecturer’s discretion. Please check with the lecturer if you are required to make a presentation in-class.</p> <p>Your lecturer requires your group to submit a draft in week 7, stating the topic you intend to write about and the case upon which you will be basing your facts.</p>

Assignment 2 Specifications

Purpose:

This assignment aims at ensuring that students have familiarised themselves with at least one significant case study and are able to apply the relevant foundational strategy development models that are applicable to the case.

Details

Select any case from those listed from between weeks 1 and 9, select from the following aspects of competitive strategy and apply the theories of strategy development and implementation as relevant to the case you choose:

- Business Strategy
- Competitive Dynamics
- Corporate Strategy
- Acquisitions and Structure
- International Strategy

In this report, the use of sub-headings is essential.

Be sure to use paragraphing.

Be sure to reference your sources in-text and provide a list of references at the end, all in Harvard style.

Your final submission is due Friday of week 10 at midnight. Late submissions attract penalties at the rate of -10% per day.

Assignment Structure Required

Cover page [this is essential and must be completed accurately]

Executive Summary

Table of Contents

Body of the report to contain Section Headings – e.g. introduction, brief summary of the case; identification of strategic issues; relevant theoretical concepts, application of strategy model, conclusion.

Sub-sections are to be numbered.

Paragraphing must be used.

Page Numbers must be used.

Reference List at the end must be in Harvard format and mainly academic Journal Articles.

Appendix: Statement of 'who wrote which section'.

Marking Rubric

	Excellent 4 marks	Very Good 3.5 marks	Good 3 marks	Satisfactory 2 marks	Unsatisfactory 1 or 0 marks
Referencing (in-text) Max 3 marks	n/a	Correct in all respects	Correct in general	Some minor errors	Largely incorrect or incomplete
Reference List (at end) Max 4 marks	Correct in all respects	Correct in most respects	Correct in general	Some minor errors	Largely incorrect or incomplete
Executive Summary Max 3 marks	n/a	Clear, concise and compelling	A good summary of the report	A basic summary of the report	Missing
Summary of the Case Max 4 marks	Clear, concise and compelling	Clear, concise and compelling, but with some reservation	A good summary of the case	A satisfactory summary of the case	Inaccurate or misconstrued content
Explanation of Strategic issues Max 4 marks	All key strategic Issues are identified and well-explained	Most key strategic Issues are identified and explained	Some key strategic Issues are identified and explained	key strategic Issues are identified and explained, but with some reservation	strategic Issues identified or explained incorrectly or poorly
Application of Relevant Theoretical Concepts Max 4 marks	The theoretical concepts have been matched to the issues in the case precisely and well applied	The theoretical concepts match the issues in the case and are applied quite well	A good attempt has been made to match and apply relevant theoretical concepts to the case	A satisfactory attempt has been made to match and apply relevant theoretical concepts to the case	The attempt made to match and apply relevant theoretical concepts to the case is unsatisfactory or negligible
Format and Professionalism of the Report [*include an assessment of the in-class presentation] Max 10 marks	The report is exceptionally well-documented and/or Presentation was High Distinction / Virtuoso quality (8-10 marks)	The report is very well-documented and/or Presentation was Distinctive / stand-out quality (7 marks)	The report is well-documented and/or Presentation was credit-worthy quality (6 marks)	The report is satisfactory and/or Presentation was satisfactory (5 marks)	The report is unsatisfactory and/or Presentation was Unsatisfactory (0 - 5 marks)
Statement of 'Who did What' Max 3 marks	n/a	A Clear and accurate Statement is required containing Students names and numbers			Unclear or Missing
Total 35 marks*	Comments				Mark Awarded

**if presentations were done, this mark out of 35 is an aggregated mark, i.e. it includes both the report and the presentation. If presentation was not required, the report is marked out of 35.*