



SAMPLE

LRN Sample Assessment Assignment

LEVEL 7 Diploma

Business Strategy, Planning & Management

Learning Resource Network

Assignment Guidelines

Business Strategy, Planning and Management

This assignment requires a 3,500 word management report critically appraising the impact of a major strategic decision in the student's work organisation or in an organisation of the student's choice. The report should provide suitable conclusions and recommendations on how the organisation can improve its strategic position.

What does the assignment require?

Candidates are required to identify a suitable **business strategy and planning-related** report topic and agree this with their tutor. Each student within the same college **must** cover a different organisation in any one calendar year.

The report must cover the unit Learning Outcomes which are to show an understanding of:

- the nature, scope and need for strategic business management and planning in international profit and not-for-profit organisations
- a range of classical and contemporary models, concepts and tools in business strategy and planning
- the processes by which organisations identify and develop their goals and values
- the impact of political, economic, social, technological, environmental and legal factors
- the key forces that represent both opportunities and threats to organisations whether for profit or not-for-profit
- the strategy process for an organisation to achieve competitive advantage
- the future challenges affecting strategic business management and planning.

The assignment report should include the following sections:

1. Introduction, Background and Rationale
2. The Literature Review
3. The Strategic Proposal
4. Conclusions, Recommendations and Limitations
5. References and Appendices

Marking scheme

Marks will be allocated as follows:

Introduction, background and rationale [marks 0-10]

- Defining the business strategy and planning issue or subject for exploration. [marks 0-5]
- Appropriateness of the topic and clarity of approach. [marks 0-5]

The literature review [marks 0-20]

- Undertaking a fully referenced literature review. [marks 0-15]
- Using the literature review to develop the background and context for the report. [marks 0-5]

The strategic proposal [marks 0-50]

- Developing the strategic proposal to achieve competitive advantage. [marks 0-10]
- Use of classical and contemporary models, concepts and tools in business strategy and planning. [marks 0-10]
- Critical appraisal of the key forces that represent both opportunities and threats to the organisation. [marks 0-10]

- Critical appraisal of the impact of political, economic, social, technological, environmental and legal factors on the organisation. [marks 0-10]
- Determine the process by which the organisation can identify and develop their goals and values. [marks 0-10]

Conclusions, recommendations and limitations [marks 0-10]

- Clarity of conclusions and recommendations. [marks 0-5]
- Identifying the limitations to the study. [marks 0-5]

Format, presentation and referencing [marks 0-10]

- Clarity of presentation and appropriate use of tables and charts. [marks 0-5]
- Correct application of the Harvard referencing system. [marks 0-5]

Word count

The word count for this assignment is 3,500 words. A tolerance of +/- 10% is allowed where no penalty is incurred.

Where an assignment falls outside this tolerance the total mark awarded will be reduced. Assignments which are up to 10% under or above the word count tolerance will be subject to a deduction of 5 marks, with subsequent penalties of an extra 5 marks deducted for every further 10%.

For clarification the word count applies to the entire body of the text (i.e. including headings, citations, content of tables and diagrams) but does not include the reference list or the appendices.

Materials included in appendices should add to the reader's understanding of the assignment. All appendices must be cited within the body of the assignment and must be clearly numbered.

An accurate electronic word count must be noted on the front of all assignments. The penalty for not providing a word count, or for providing an inaccurate word count, will be a deduction of 3 marks.

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