In association with
AL TAREEQAH
Management Studies FZE

SBS
SWISS BUSINESS SCHOOL

STRATEGIC MANAGEMENT
SBS – MBA / MSC
Assignment – Kuwait 2018

STUDENT ID						

UNIT TITLE		UNIT CODE	

ame (in Full) _____

GENERAL INSTRUCTIONS

- All assignments are to be submitted on **8th November 2018** to examinationboard@atmsedu.org and cc to afatima@atmsedu.org.
- Hardcopy submissions to be done on **9th November 2018**
- If assignment is not submitted on date, will follow with penalty of 10% deduction of marks for every day.
- Similarity between students work is strictly not accepted, any student found with similar work will be graded Zero and fail for the course. However, Plagiarism is an academic offence and will not be tolerated under SBS
- Assignment once submitted to exam board is final for marking.

PRESENTATION OF ASSIGNMENT

- You should include a title page and list of contents.
- Use headings and sub-headings to organize your report and include supporting material in the document file.
- Number all pages sequentially.
- Any published material you refer to should be properly referenced and included in a reference list at the end of your assignment (see Plagiarism notice overleaf).

Total Marks 90

PLAGIARISM

Plagiarism is a form of **cheating**, by representing someone else's work as your own or using someone else's work (another student or author) without acknowledging it with a reference. This is a serious breach of the Academic Regulations and will be dealt with accordingly. Students found to have plagiarised can be **excluded from the program**.

Plagiarism occurs whenever you do any of the following things without acknowledging the original source:

- Copy information from any source (including the **study guide**, books, newspapers, the internet)
- Use another person's concepts or ideas
- Summarise or paraphrase another person's work.

How do I avoid plagiarism?

To ensure you are not plagiarising, you must acknowledge with a reference whenever you:

- use another person's ideas, opinions or theory
- include any statistics, graphs or images that have been compiled or created by another person or organization
- Paraphrase another's written or spoken word.

What are the penalties?

The penalties for plagiarism are:

- Deduction of marks,
- A mark of zero for the assignment or the unit, or
- Exclusion from the program.

Plagiarism is dealt with on a case-by-case basis and the penalties will reflect the seriousness of the breach.

Please note: claiming that you were not aware of need to reference is no excuse.

Preamble

This assignment should be based on your current employer/business or a business with which you have had some recent exposure and with which you are familiar.

Presenting your findings

Your report should be presented in a management report format which includes an:

Executive summary (make it brief), Introduction (setting out the scope of your work), Main body, Recommendation and Conclusion

Your report should incorporate the following steps:

1. Identify the firm's existing vision, mission, objectives, and strategies.
2. Develop vision and mission statements for the organization.
3. (a) Identify the organization's external opportunities and threats.
   (b) Develop PESTEL
4. Construct a Competitive Profile Matrix (CPM).
5. Construct an External Factor Evaluation (EFE) Matrix
6. Identify the organization's internal strengths and weaknesses.
7. Construct an Internal Factor Evaluation (IFE) Matrix.
8. Recommend long-term objectives and specific strategies to achieve them. Compare your recommendations to actual strategies planned by the company.
9. **Choose (any two) matrix from question 9.**
   Prepare a Strengths-Weaknesses-Opportunities-Threats (SWOT) Matrix, Strategic Position and Action Evaluation (SPACE) Matrix, Boston Consulting
   Group (BCG) Matrix, Internal-External (IE) Matrix, Grand Strategy Matrix,
   and Quantitative Strategic Planning Matrix (QSPM) as appropriate.
10. Specify how your recommendations can be implemented and what results you can expect. What Management, Marketing, Finance/Accounting, R&D and CIS issue, if any you foresee. Your recommendations to address them.
11. Recommend procedures for strategy review and evaluation.

Type of Organization

- If your organisation is part of a larger international organization, you may consider only your country's division. Avoid considering individual departments or sections of an organisation as this will constrain you to deal with functional-level strategy only.
- If your organisation is a government department, proceed with an analysis of that division, providing, it is a budgetary centre. Dealing with a subdivision will constrain you to deal with functional-level strategy only.
- If your organisation is an independent, not-for-profit entity, proceed according to the advice above.

Make sure the conclusion is not just a summary of your recommendations. Emphasize the key recommendations in your conclusion and consider how they might be actioned.