



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma in Management
Higher Professional Level

STRATEGIC MANAGEMENT

4262/01

Core Module

Valid between 1 January 2010 and 30 June 2011

READ THESE INSTRUCTIONS FIRST

You should read the assignment carefully.

It is important to complete the **Assignment Cover Sheet** when you have finished your work. You must complete the details and sign the declaration to confirm that the assignment is all your own work and your tutor must sign to verify that it is your own work.

The length of the assignment must be no more than 4000 words. Marks will be deducted from assignments that exceed the word limit.

This document consists of **2** printed pages and **1** blank page.



Strategic Management – Core Module

Title: Achieving Strategic Objectives by Effective Management

Before starting this assignment it is important to familiarise yourself with the module syllabus and the associated objectives and competence criteria so that your understanding and application of them will be a feature of your submitted report.

For this assignment you should work with your own organisation or one that is familiar to you. Briefly describe the organisation, its purpose, products and/or services and the department or project you work for (or the department/project you have selected) and your involvement with it.

Describe the strategic plans and strategic objectives for your organisation. Explain how these help to achieve the organisational mission and vision. If your organisation has no clearly defined strategic objectives, consult with others and devise objectives that you believe reflect the organisation's strategic intentions for the future. Justify your devised objectives.

Analyse the objectives and explain the role that your department or project will have in achieving these. Identify or devise objectives for your department or project and clearly show the links between these and the strategic objectives.

Using a range of techniques, identify internal and external factors that may impact on your department or project in the future. Use your findings to assess the current capability of your department or project to achieve the identified objectives.

Summarise your findings and identify areas that need to be changed.

Using research and academic literature, identify a range of options for achieving the change. Analyse these options and select the most appropriate. Explain your selected option and show how this will contribute to the achievement of the department or project objectives. Where appropriate, amend the department or project objectives. Give reasons for any amendments you make.

Devise a cost effective change implementation plan for your department or project. Your plan must include the actions that need to take place and include tactics for managing resistance to change. You should also indicate how the plan will be monitored and evaluated.

Write a proposal to your manager presenting your plan and clearly showing how the plan will contribute to the achievement of the organisation's strategic objectives. Indicate in your proposal any support or additional resources you will require and why.

You must include in your assignment report all documentation, notes and materials generated during each stage of this study.

You are not expected to include confidential information on your organisation, its personnel or performance.

In writing the report, you should adopt an appropriate business format and show how knowledge and understanding of strategic management have been applied in line with the module syllabus. You should indicate in your report your research methodology.

At the start of your assignment report, indicate the number of words used, which should not exceed the maximum permitted amount of 4000.

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