

CAMBRIDGE INTERNATIONAL EXAMINATIONS  
Cambridge Career Award in Management  
Executive Diploma

**STRATEGIC MANAGEMENT**

**4186/01**  
**4262/01**

Core Module

Valid between 1 January 2003 and 31 December 2003

**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 between 3000 and 4000 words.

This document consists of **2** printed pages.



## **Executive Diploma Module 4186/C**

### **Strategic Management – Core Module**

#### **Title: Strategic Review**

1. Identify an organisation that has undergone strategic change during the last two years and for which information is in the public domain. This can be in a similar field to your own organisation or from a different sector.

Using a range of sources, collect information on the background to the strategic change, the key changes made and the desired outcomes. Summarise these.

2. Using appropriate analysis tools, identify and analyse the internal and external forces for the changes that have taken place.
3. From your analyses, identify the options for strategic change that were available at the time, then compare these to the strategy chosen by the organisation. Critically comment on the strategy adopted.
4. Using a range of information sources, identify the progress being made by the organisation and summarise your findings in line with the original plan. You should include, as far as possible, the reactions of relevant people to the strategy.
5. From your research and your knowledge of current influences, make suggestions for the future strategic direction of the company. Present your recommendations in the form of a formal written proposal to the Chairman of the organisation.

You must include in your assignment all documentation, notes and materials generated from each stage.

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

Your proposal does not have to be accepted and implemented for the assignment to be valid.