

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

STRATEGIC MANAGEMENT

4186/01

4262/01

Core Module

Valid between 1 January 2005 and 31 December 2005

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.

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



Strategic Management – Core Module

Title: Planning to Achieve the Strategy

Your start point for undertaking this assignment is to familiarise yourself with the syllabus for this module and the associated assessment objectives and competence criteria.

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

Identify the strategic plans of the organisation as a whole for the next appropriate time period; this is likely to be for one year or more. State these in terms of the strategy, objectives and any strategic or business plans that have been developed. Using your knowledge of the organisation and an analysis of internal and external factors, explain the rationale behind this strategy.

Show how your department or project contributes to the strategy in terms of work activities, outputs and resources. Devise objectives for your department or project in line with the strategic objectives.

Using a range of analytical tools, identify key changes that need to take place in the organisation and/or your department/project to achieve the objectives. In undertaking this analysis, it is important that you consider the wider environment. From this analysis, identify options for change and evaluate these using appropriate criteria and methods. Select the change options that are most appropriate and justify these, showing how they will contribute to the achievement of the department/project objectives and the strategic objectives.

Devise a strategic plan for your department or project, taking into consideration issues associated with the management of change. Where a strategic plan for your department already exists, critically evaluate this as a result of your analysis and identify areas for improvement. Consult with other relevant people and make any changes to the plan in light of their feedback to you.

Devise an implementation plan, which should include methods for monitoring and evaluation.

Having developed a strategy for your area of responsibility and identified any associated issues, reflect on the strategy of the organisation and critically appraise it. Summarise your findings in a report.

You must include in your assignment all documentation, notes and materials generated from each stage of the 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 include in your report your research methodology.

Include the number of words used at the start of your assignment report.