



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

STRATEGIC MANAGMENT

4262/01

Core Module

Valid between 1 January 2007 and 31 December 2007

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.

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This document consists of **3** printed pages.



Strategic Management – Core Module

Title: Developing a Competitive Strategy

Your start point for undertaking this assignment is to familiarise yourself with the module syllabus and the associated assessment objectives and competence criteria so that your understanding and application of them will feature in your submitted report.

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) and your involvement with it.

Explain the terms 'strategy' and 'strategic management' and explain why these are important for the success of organisations. Describe and comment on the strategic plans for your organisation. Include the strategic objectives and an overview of how the organisation plans to achieve these. 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. Explain why these strategic objectives are appropriate, based on your analysis of internal and external pressures.

Explain how your department or project contributes to the achievement of the organisational strategy. State the objectives for your department or project and show how these contribute to the organisation's strategic objectives. If your department or project has no clearly defined objectives, devise these and justify what you have written.

Analyse your department or project to assess how it will achieve the objectives. Your analysis should identify strengths and weaknesses and potential barriers to success.

From your analysis identify options for change within your department or project. Using a range of methods, evaluate these options. Select the change(s) most likely to achieve the department or project objectives and which will contribute to the overall organisational strategic objectives.

Devise a strategic plan for your department or project, taking into consideration issues associated with the management of change. If a plan already exists, critically review this and identify any changes to the plan that need to be made. Identify strategic management issues associated with the plan, including the management of the proposed changes. Identify an appropriate model for monitoring the progress of the plan and evaluating and communicating the outcome. Incorporate this into an implementation plan.

Write a proposal to your manager presenting your plans and clearly show how these will contribute to the achievement of the organisation's strategic objectives.

You must include in your assignment report 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 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 total of 4000.

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