

# Strategic Management Assignment Workshop

A comprehensive guide for postgraduate management students embarking on their strategic management assignment journey





# Week 1: Foundation & Orientation

This opening week establishes the critical foundation for your strategic management assignment success. We'll explore the qualification framework, understand the assignment's strategic importance, and ensure you're fully prepared to begin this significant academic undertaking.

# Understanding Your Qualification Framework

## **RQF Level 7**

Masters-level qualification requiring advanced analytical thinking, critical evaluation, and independent research capabilities

## **Credit Value**

Substantial academic credit reflecting the depth and breadth of learning outcomes expected at postgraduate level

## **Unit 801 Focus**

Strategic Leadership and Management unit emphasising real-world application of strategic thinking and leadership principles

# The Strategic Importance of Personal Leadership Development

## Why It Matters

Personal leadership development sits at the heart of strategic management effectiveness. Today's business environment demands leaders who can navigate complexity, inspire teams, and drive organisational transformation.

- Enhanced decision-making capabilities
- Improved stakeholder engagement
- Greater strategic vision clarity
- Increased organisational influence



# Assignment Brief Structure Walkthrough

01

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## Introduction & Context

Establish the organisational context and strategic challenges you'll be addressing throughout your analysis

02

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## Strategic Analysis

Apply relevant frameworks to analyse internal capabilities and external environmental factors

03

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## Leadership Assessment

Evaluate current leadership approaches and identify development opportunities

04

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## Recommendations

Propose actionable strategies supported by theoretical frameworks and evidence

05

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## Reflection

Demonstrate personal learning and professional development insights gained





# Scenario Planning: Choosing Your Organisation

## Organisation Selection Criteria

Choose an organisation with sufficient complexity and publicly available information. Consider size, industry dynamics, and strategic challenges. Ensure access to relevant data for meaningful analysis.

## Vision & Goals Alignment

Select an organisation whose vision and goals resonate with current strategic management theories. Look for companies undergoing transformation, facing competitive pressures, or pursuing growth strategies.

# Vision Development Framework



Your chosen organisation's vision should provide a compelling foundation for strategic analysis. Consider how leadership development initiatives align with and support the realisation of organisational vision and strategic objectives.

# Academic Integrity & Standards



## Plagiarism Prevention

Maintain academic integrity through proper attribution, original thinking, and ethical research practices. Use plagiarism detection tools and understand university policies thoroughly.



## Harvard Referencing System

Master the Harvard referencing style for consistency and academic credibility. Include in-text citations and comprehensive reference lists for all sources used.



## Confidentiality Considerations

Respect organisational confidentiality when using real company data. Anonymise sensitive information whilst maintaining analytical value and academic rigor.



# Assignment Parameters & Expectations

## Word Count Guidelines

Strategic adherence to word limits demonstrates professional communication skills and focused analytical thinking. Quality trumps quantity—every word should contribute meaningfully to your argument.

## Key Expectations:

- Concise yet comprehensive analysis
- Evidence-based recommendations
- Critical evaluation of theories
- Professional presentation standards



A city skyline at sunset with a bar chart overlay. The skyline features several tall skyscrapers, including the Shanghai Tower, under a purple and orange sky. In the foreground, a white bar chart with three bars of increasing height is superimposed on a light blue gradient background.

# Your Strategic Management Journey Begins

## Preparation Complete

You now understand the framework, expectations, and academic standards required for assignment success

## Tools Acquired

Armed with knowledge of structure, policies, and strategic thinking approaches needed for exceptional work

## Excellence Ahead

Ready to embark on a transformative learning experience in strategic management and personal leadership development