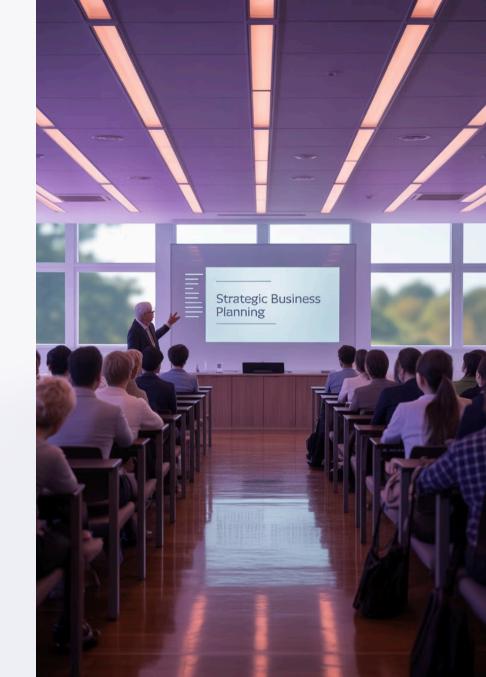
# Strategic Management Assignment Workshop

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**

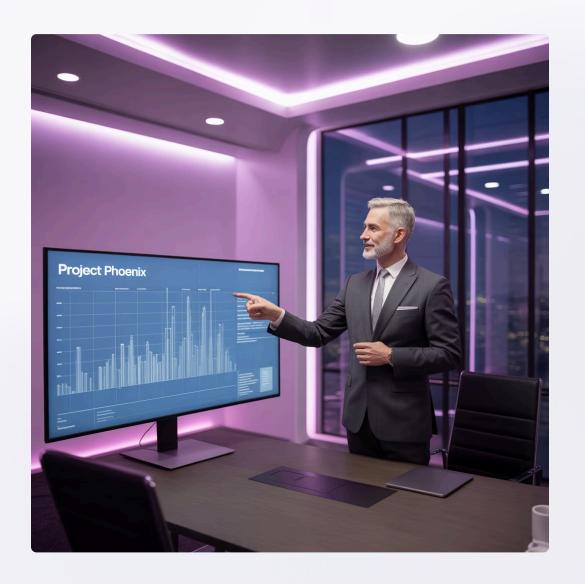
Strategic Leadership and Management unit emphasising real-world application of strategic thinking and leadership principles

# 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**

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#### **Introduction & Context**

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

#### **Strategic Analysis**

Apply relevant frameworks to analyse internal capabilities and external environmental factors

#### **Leadership Assessment**

Evaluate current leadership approaches and identify development opportunities

04

#### **Recommendations**

Propose actionable strategies supported by theoretical frameworks and evidence

#### 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.

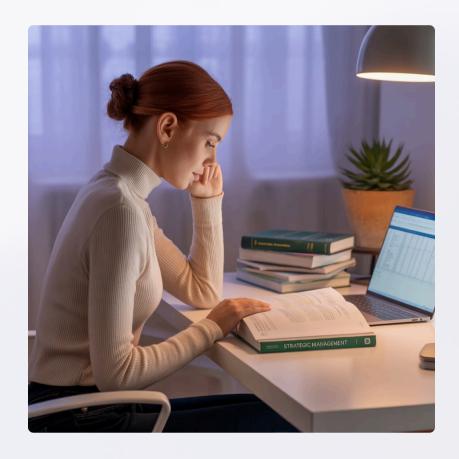
### **Assignment Parameters & Expectations**

#### **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





# 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