**What am I required to do in this assignment?**

Create a strategic case study based on a current event. Scan and select an article published in English in a quality newspaper during the past three months. It can be from anywhere in the world but you must be able to identify the story as connecting to a clear, external strategic force (It could be characterised as one or more PESTLE factor). Use this as the starting point for a strategic analysis of that identified environment, viewed as from the perspective of any selected and relevant organisation (the organisation does not need to appear in the story).

Create your case study by viewing this environment as a real life business scenario. Analyse the strategic forces identified. What are the strategic implications of what is being reported in the article? What is the wider context in terms of trends, drivers and prevalent discourse? What are the industry/firm level considerations? What are the opportunities and threats it presents?

Having evaluated the environment, identify the key strategic decisions that need to be taken within teams and consider how they should be made and communicated to achieve optimal performance.

**How do I produce high quality work?**

To achieve a high mark you should produce a well written and well organized piece of analysis which is evidenced systematically throughout. The brief offers scope for your own interpretation and the strongest submissions will be creative and not formulaic. You should justify the selection of the article, being self-critical, and articulate clearly the strategic forces identified. Select an appropriate organisations from whose perspective the case study analysis can be conducted. Pick an organisation that offers the opportunity for insightful discussion.

Write a professional and compelling strategic evaluation and narrative of the external environment from the perspective the organisation. Make sure your submission is discursive, and analytical throughout rather than offering something descriptive. Synthesise ideas and apply knowledge to the scenario. Offer an appreciation of the complexity and ambiguity of the context. Draw on a good range of quality academic sources – especially up to date academic journals (avoid spurious web-based sources). Reference properly throughout using the appropriate convention.

There will be a sophisticated treatment of decision making and communication of the strategic approach proposed. Overall, the submission should make strategic judgments to produce a convincing case and in organizing the work, you will make use of appropriate frameworks, models or concepts.

Marking criteria

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