

MGT805: ASSESSMENT 2 – RESEARCH REPORT

Activity Title:	Assignment 2: Research Report
Paper Number and Title:	MGT805 Applied Management Level 8, Credits 30
Learning Outcome: number(s)	LO1. Identify the main developments and approaches in the field of strategic management and apply appropriate approaches in practice. LO2. Critically assess approaches to analysing the external environment of an organisation and apply appropriate approaches in practice. LO3. Critically assess approaches to analysing an organisation’s resources and capabilities and apply appropriate approaches in practice. LO4. Evaluate techniques and tools used in business and process analysis, and formulate strategic options and implementation plans.
Conditions:	This is a compulsory assignment and counts towards your final result for this paper <i>Type of Assignment:</i> Individual <i>Assignment Prep:</i> Course materials and readings Weeks 1-8

ASSIGNMENT INSTRUCTIONS

Due date: Monday 6 pm, Week 10, via Blackboard

Contribution: 40%

Word Count: 2500 words (+/- 10%) excluding cover page, table of contents, appendix, and references

References: a minimum of 10 academically relevant sources should be used to support your work

Style: Report

Qualification outcome expectations

Research and referencing: You are required to engage in some research into the theories or concepts underpinning this topic and use other relevant sources beyond the provided reading material in order to successfully complete this assignment. Ensure you are choosing relevant academic sources and using them well to support your arguments. Ensure you include citations and a full reference list using the latest APA v7 guidelines.

Presentation guidelines: Work is expected to be word-processed and submitted as a Word document or PDF, using a clear, readable font and to be within 10% of the given word count (excluding any referencing). Include your name, student number and the paper code and assignment number as a header or footer. Reports should include headings or subheadings as required. Spellchecking (NZ English) and proofreading of work prior to submission is strongly encouraged.

Assessment Task:

Select a New Zealand operated business, undertake strategic analysis for the business using appropriate models and tools. Formulate strategies to improve the selected business's efficiency and productivity. Your report must include the following elements;

1. Business overview that includes the strategic purpose
2. Assessment of the business's current strategic position using at least **one** strategic management theory
3. Analysis of the business's macro-environment and the industry
4. Analysis of the business's internal resources and capabilities
5. Analysis of the business's future strategic direction and organisational changes
6. Formulation of strategies in response to the strategic analysis conducted

You must ensure that the selected models, analytical tools and approaches for the strategic analysis are relevant to the organisation and the industry.

Please take note of the following additional requirements:

- a. Your report should be 2500 words \pm 10%. The specified word count does not include the cover page, references and any other supporting evidence. Additional supporting documents can be attached to the report as Appendices.
- b. Upload your assessment to the blackboard.
- c. Marks are awarded for Report Format and Presentation. The report must be in the following structure: Cover Page, Executive Summary, Table of Contents, Business Overview, Macro and Industry Environment, Resources and Capabilities, Future Direction and Organizational change, Recommended Strategies, Appendices, and Reference List.
- d. Report specifications are to follow the below:
 - Typed and spell checked
 - Font type and size should be Arial, 10 pt with 1.5 lines spacing
 - Margins at 2.5cm.
 - Properly stapled or bound with page numbers.
 - Your cover page should have the Report title, learners names, and student ID numbers.
 - Word count should be included on the cover page.
- e. Refer to the following page for the marking rubric.

ASSESSMENT 1 Marking Schedule

Student Name:

Criteria	Grade E (0-39)	Grade D (40-49)	Grade C (50-64)	Grade B (65-79)	Grade A (80-100)	Mark
Business overview including the strategic purpose	Very poor or no overview of the business and poor or no discussion of the business strategic purpose.	Limited overview of the business (including strategic purpose) provided. May include but it is limited to mission/ vision, history, product/ service	Adequate overview of the business (including strategic purpose) provided. May include but is not limited to mission/ vision, history, product/ service	Good overview of the business (including strategic purpose) provided. May include but is not limited to mission/ vision, history, product/ service	Excellent overview of the business (including strategic purpose) provided. May include but is not limited to mission/ vision, history, product/ service	/5
Assessment of the business's strategic position using at least one strategic management theory.	Poor (or no) assessment of the business's strategic position. The discussion has been conducted without using any strategic management theory and is poorly supported by examples and research/ evidence.	Limited assessment of the business's strategic position using at least one strategic management theory. The assessment has limited relevance and is poorly supported by examples and research/ evidence.	Adequate assessment of the business's strategic position using at least one strategic management theory. The assessment is somewhat relevant and somewhat supported by examples and research/ evidence.	Good assessment of the business's strategic position using at least one strategic management theory. The assessment is mostly relevant and mostly well supported by examples and research/ evidence.	Excellent assessment of the business's strategic position using at least one strategic management theory. The assessment is highly relevant and well supported by examples and research/ evidence.	/10
Analysis of the business's macro environment and the industry	<p>Poor (or no) analysis of the business's macro environment and industry.</p> <p>The analysis is poorly supported by research/ evidence.</p> <p>The models/ tools used have poor (or no) relevance to the organisation and the context.</p>	<p>Limited analysis of the business's macro environment and industry.</p> <p>The analysis is not clearly supported by research/ evidence.</p> <p>The models/ tools used have limited relevance to the organisation and the context.</p>	<p>Adequate analysis of the business's macro environment and industry.</p> <p>The analysis is somewhat supported by research/ evidence.</p> <p>The models/ tools used are somewhat relevant to the organisation and the context.</p>	<p>Good analysis of the business's macro environment and industry.</p> <p>The analysis is mostly supported by research/ evidence.</p> <p>The models/ tools used are mostly relevant to the organisation and the context.</p>	<p>Excellent analysis of the business's macro environment and industry.</p> <p>The analysis is highly supported by research/ evidence.</p> <p>The models/ tools used are highly relevant to the organisation and the context.</p>	/20
Analysis of the business's internal resources and capabilities	<p>Poor (or no) analysis of the business's internal resources and capabilities.</p> <p>The analysis is poorly supported by research/ evidence.</p>	<p>Limited analysis of the business's internal resources and capabilities.</p> <p>The analysis is not clearly supported by research/ evidence.</p>	<p>Adequate analysis of the business's internal resources and capabilities.</p> <p>The analysis is somewhat supported by research/ evidence.</p>	<p>Good analysis of the business's internal resources and capabilities.</p> <p>The analysis is mostly supported by research/ evidence.</p>	<p>Excellent analysis of the business's internal resources and capabilities.</p> <p>The analysis is highly supported by research/ evidence.</p>	/15

	The models/ tools used have poor (or no) relevance to the organisation and the context	The models/ tools used have limited relevance to the organisation and the context	The models/ tools used are somewhat relevant to the organisation and the context.	The models/ tools used are mostly relevant to the organisation and the context.	The models/ tools used are highly relevant to the organisation and the context.	
Analysis of the business's future strategic directions and organisational changes	<p>Poor (or no) analysis of the business's future strategic directions and organisational changes.</p> <p>The analysis is poorly supported by research/ evidence.</p> <p>The models/ tools used have poor (or no) relevance to the organisation and the context</p>	<p>Limited analysis of the business's future strategic directions and organisational changes.</p> <p>The analysis is not clearly supported by research/ evidence.</p> <p>The models/ tools used have limited relevance to the organisation and the context</p>	<p>Adequate analysis of the business's future strategic directions and organisational changes.</p> <p>The analysis is somewhat supported by research/ evidence.</p> <p>The models/ tools used are somewhat relevant to the organisation and the context.</p>	<p>Good analysis of the business's future strategic directions and organisational changes.</p> <p>The analysis is mostly supported by research/ evidence.</p> <p>The models/ tools used are mostly relevant to the organisation and the context.</p>	<p>Excellent analysis of the business's future strategic directions and organisational changes.</p> <p>The analysis is highly supported by research/ evidence.</p> <p>The models/ tools used are highly relevant to the organisation and the context.</p>	/20
Formulation of strategies in response to the strategic analysis conducted	Poor (or no) formulation of strategies in response to analysis conducted. The strategies have poor (or no) relevance to the selected business and the industry and are poorly supported by research/ evidence.	The strategies formulated in response to strategic analysis conducted has not been clearly discussed. The strategies have limited relevance to the selected business and the industry and are poorly supported by research/ evidence.	Adequate formulation of strategies in response to analysis conducted. The strategies are somewhat relevant to the selected business and the industry and are somewhat supported by research/ evidence.	Good formulation of strategies in response to analysis conducted. The strategies are mostly relevant to the selected business and the industry and mostly are supported by research/ evidence.	Excellent formulation of strategies in response to analysis conducted. The strategies are highly relevant to the selected business and the industry and are highly supported by research/ evidence.	/20
Format and presentation	<p>Very poor report format, major elements are missing.</p> <p>Major problems with spelling, grammar and academic conventions, skills in written communication need work urgently.</p>	<p>Does not achieve appropriate report format, some elements are missing.</p> <p>Major problems with spelling, grammar and academic conventions, skills in written communication need work urgently.</p>	<p>Report format attempted, but effective structure not achieved, overall structure needs work</p> <p>Editing for relevance of content needs work, logical sequencing of ideas needs work</p> <p>Partially conforms to spelling, grammar conventions,</p>	<p>Report format generally successfully achieved, but requires refinement, overall structure reasonably effective</p> <p>Articulation of relevance of content reasonably effective, logical sequencing of ideas reasonably effective</p> <p>Generally, conforms to spelling, grammar conventions, minor errors</p>	<p>Highly effective report construction, highly effective structure</p> <p>Effective articulation of relevance of content, logical and coherent sequencing of ideas</p> <p>Consistently accurate spelling and grammar, consistently appropriate style and tone, well - to highly-developed skills in written communication.</p>	

			inconsistencies/ inappropriateness in style, formatting and tone, skills in written communication need work.	Generally appropriate style and tone, solid skills in written communication.		/5
Sources and references	Very limited or no referencing attempted, or none follows APA guidelines.	Less than 5 authoritative sources provided Many references were inconsistent between the text and the list; several errors in the reference list and intext citation.	Between 5 and 7 authoritative sources provided. Some references were inconsistent between the text and the list; in text citation and reference list with some errors.	Between 8 and 10 authoritative sources provided. Referencing and citation style was consistent between the text and the list; reference list with very few minor errors	More than 10 authoritative sources provided Referencing and citation style were correct and consistent between the list and the text; reference list completely concise without errors.	/5
Overall Comments						
FINAL MARK 40%		/40				/100

A+	A	A-	B+	B	B-	C+	C	C-	D	E
90-100%	85-89%	80-84%	75-79%	70-74%	65-69%	60-64%	55-59%	50-54%	40-49%	0-39%