



SM302 Assignment I: (15 Marks)

1 message

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The hand written assignment should be around 10-15 pages (take photos and submit in single PDF file).

Why pages number is an important point? Because you should elaborate the assigned topic that *requires* that much space for discussion. If you read more about the topic, you will not be able to do justice to it in this number of pages. If you read very less about the topic, you will not have enough things to say to fill that number of pages. The size of the assignment is a good way to "scope" your topic understanding.

Question : Take India's most valuable company. Use strategic analysis to give recommendation for companies' chances to sustain in the 'workplace of the future'.

On the basis of your analysis, give two suggestions to improve the strategy you chosen.

15 Mark distribution

- 1) The assignment should have an abstract (~150 words) that summarises its key points
- 2) Conclusion (~300 words) that summarises your answer.
- 3) Depth of your understanding of strategy
- 4) Depth of exploring the Case/company and discussion
- 5) References (~ 15 numbers - Quality journal/ publishers book/articles)
- 6) The novelty of your writing- in your own words

(Strategy list attached chose as per your Serial. No.).

Criteria : Serial no = Strategy no = Company rank

Students can choose matching strategy/company with rank and Serial. number. Inform me if any change required for strategy / company.

Link to list of 500 top companies (Dec 2019 Ranking) provided

<https://www.businesstoday.in/magazine/indias-most-valuable-companies-2019/bt-500-india-most-valuable-companies/story/390359.html>

Hand written individual assignment.

Last date: 29/January/2021

Please discuss your queries

Dr.Sreejith

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