Take-Home Exam

Strategic Management

Spring Semester 2024

Metropolitan University Budapest

Final Assignment

As final assignment I would like you to analyze a company or organization of your choice with the use of methodologies we covred in this class.

Give one example of a company (organization) that has truly impressed you. Surprise me here and go beyond the typical Apple and Google on the one side and Kodak and Blockbuster on the other. Link the experiences back to core concepts from class.

In it, discuss:

1. Describe the company you have chosen and say why did you choose it?
2. What do they sell? Is it a service or a product? What kind of business model they are using?
3. Please perform the PESTEL Analysis for your chosen company.
4. Perform their 4V analysis that you have learned from the class in order to present their competitive advantage vis-à-vis its competitors
5. Analyze the business model of chosen company or organization. How do they make money? Use the business models on (Class slides No. 4)
6. Please make the analysis of the company using the Business Canvas methodology.
7. Please create a ‘balanced scoreboard for your chosen company.

The paper should have ~2,000 words (some 4 pages single-spaced).

I will grade for comprehension, analysis, structure, presentation, conclusion and recommendation, as well as originality. Be creative, get beyond my course material, and surprise me! The final assignment due date will be agreed together in class.

Plagiarism  
Please note that all papers must have a bibliography and cite all references correctly within the paper. Any form of plagiarism – not citing sources, submitting someone else’s work as your own, submitting group work as individual work, not properly attributing citations, etc. – will result in a final grade of 0 for the individual/s involved.