**MMA 801 2021S**

**Assignment #1 – What is Strategy?**

**In-Class Exercise Overview (May 12, 2020)**

The purpose of this assignment is to have students, in a team setting, draw conclusions about the purpose of strategic planning and the fundamentals associated with the Strategic Planning Process.

Teams are asked to prepare a powerpoint presentation outlining their conclusions with respect to what strategy is, how strategic planning should be approached, and provide an application-based example to illustrate their findings.

**Assignment Challenge and Submission Requirement**

A powerpoint presentation consisting of the following two parts:

Part 1

* A succinct, straightforward definition or illustration of your team’s perception as to what strategy is (one slide). Although brevity is of value, be sure to offer a well-thought-out assessment of the purpose of strategy.
* An overview of the critical components/requirements/needs which, in your opinion, make up the pre-strategy planning process…framing the situation, etc. (one slide). What exactly does this entail? Bullet-point observations are fine here.
* A macro-level framework/chart/diagram which outlines the strategic planning process (one slide). This becomes a guidance illustration to the management team assigned to produce a strategy document.

Part 2

Using the “Disney+” living case (see course website under <Content> <Living Case Packs>), along with any additional external resource information, offer a macro-level assessment of the challenge facing the Disney Corporation as it seeks to launch its Disney+ streaming service into the marketplace. This analysis should be built around the following structure (Bullet point observations and conclusions are fine here):

* Situation - what is the situation which Disney finds itself in at this particular strategic pivot point?
* Complication –define, in a specific statement, the complication and/or challenge at hand which Disney must respond to.
* Critical Questions – given the situation and complication…what are the critical questions which must be asked? Think strategically. The questions at the end of the case are simply there to provide guidance with, where, and how to focus.
* Answers – how would you recommend Disney to proceed? Look to provide a macro-level (high-level summary) strategic blueprint of how you would handle further tweaking the initial launch strategy and what specific metrics you would focus on in order to maintain the current growth momentum and longer-term positioning relevancy. Be specific in your recommendations. Offer at least 3 specific recommendations which you consider to be of highest priority.

There is a four slide maximum for this section of the assignment, bringing a total maximum number of slides to 7.

**Deliverable**

* Powerpoint slide presentation…maximum of 7 slides.
* Slide deck is to be uploaded to the course website assignment file folder titled “Assignment #1 Strategy Fundamentals”. One single slide deck upload per group.
* Breakout room time allocation is 1 ½ hours.

**Volunteer Presentations**

Please note that one or two teams will be asked to present their conclusions (presentation) at this same class session. Teams may volunteer for this request. In the absence of any volunteer teams, the instructor will assign the presentation requirement to two of the teams.