

National College of Ireland

BSHC BSHBIS

Year 4

Strategic Management

Continuous Assessment (30%)

Due Date: 30th October 2016

Requirements:

You are required to conduct an analysis of Cisco's strategy based on the case study provided.

1. Select one analytical framework from the list below and apply it to the Cisco case study. A brief explanation / justification for your chosen selection should be provided for the analytical framework chosen.
2. Also, you are to comment on the following:
 - a. What do Cisco do very well – that is “good for business”
 - b. Discuss three key developments in Cisco between 2009 and the present (2016)

Your assignment must be uploaded to Moodle on before the date above.

Marks are allocated as follows:

Individual analysis – 50%

Group work – 50%

1. P.E.S.T.
2. T.O.W.S.
3. Porter's 5 Forces Model
4. Porter's Value Chain
5. Porter's Generic Competitive Strategies
6. Boston Consulting Group (BCG) matrix
7. Ansoff's Growth product / market strategy matrix

Note: The cover page of your submission must include your name, STREAM / Class and student number.

20% of the marks in each section above will be allocated for professional presentation and completeness of the document.