

Title: Research Assignment on Business Management Strategies

Objective:

This assignment aims to analyze different business management strategies and their impact on organizational success. Students will conduct research on a specific company, evaluate its strategic decisions, and provide recommendations for improvement.

Assignment Instructions:

1. **Select a Company:** Choose a well-known company (e.g., Apple, Tesla, Amazon) or a local business to analyze.
2. **Conduct Research:** Gather information about the company's management strategies, financial performance, leadership, and competitive advantage.
3. **Structure Your Assignment as Follows:**

A. Introduction

- Provide background information on the selected company.
- Explain the significance of business management strategies.

B. Business Strategies and Implementation

- Discuss the company's mission, vision, and strategic goals.
- Analyze its leadership style and decision-making process.
- Evaluate its marketing, financial, and operational strategies.

C. SWOT Analysis

- Identify the company's Strengths, Weaknesses, Opportunities, and Threats.

D. Case Study Analysis

- Examine a major strategic decision made by the company.
- Assess its impact on business performance and market position.

E. Recommendations

- Propose improvements or alternative strategies.
- Support recommendations with research and business theories.

F. Conclusion

- Summarize key findings.
- Highlight lessons learned from the company's strategies.

Formatting Guidelines:

- Word Count: 1,500 - 2,000 words
- Font: Times New Roman, 12 pt
- Spacing: Double-spaced
- Citations: Use APA or MLA format

Assessment Criteria:

- Depth of Research (30%)
- Analysis and Critical Thinking (30%)
- Clarity and Structure (20%)
- Use of Supporting Evidence (20%)

Submission Deadline: [Insert Date]

This assignment will help students develop analytical and research skills by evaluating real-world business management practices.