# MOS 4410 Strategic Management

# Written Group Assignment and Presentation Requirements

**Due by 6:00 p.m. Friday July 19, 2024**

During the course we will discuss a variety of strategic management tools and different strategy theories. Part of your challenge as business professionals will be to take the theory and apply it in a meaningful, insightful manner for your employers and clients.

**Group Report**

The group report you will submit will involve preparing a detailed consulting report that analyzes an industry, the competition within that industry and a specific company within that industry. The main goal of the report is to help your client better understand the industry, the competition and their own company. This report should use the strategy tools and theories we discussed in class plus any other approaches you find helpful.

**You should also make specific recommendations for the firm. Don’t just repeat what you find in their annual report.**

You can select any industry and any publicly traded company within an industry that is of interest to you. However it is first come first served in terms of selecting a company. For instance if two teams want to analyze the same company then the email I receive first will be able to have that company.

You should also select an industry and company which has sufficient publicly available information for you to use. This includes enough available financial information to do an insightful analysis of the industry and the company.

You also need to ensure that there is enough **detail** for you to properly analyze. If you are looking at a division of a company, you need to make certain you have enough detailed information on that division to do a good, insightful analysis. **Not every company will break down their division results in a lot of detail so you need to confirm if you have enough information right away and not leave it until shortly before the project is due to find out you don’t have the information you need.**

You can use the Guide to Case Analysis as the format for your project. Keep in mind that the industry and competition analysis sections should be able to stand on its own and it is not just from the perspective of the company you have selected.

You can use whatever sources you find to be helpful but you need to make certain that you properly cite your sources. As with most written assignments here at Western, your report will be submitted to Turnitin for originality verification.

**Also, I don’t think that Wikipedia is a very credible source so I would not recommend that you use it.**

Turnitin is used to make certain that the work you submit is your own original work or if you have used other sources. Using other sources is both useful and important but they have to be properly referenced and cited. While there are different methods of citing your references **you have to make certain they are cited**. Please check the academic calendar for the university policies regarding plagiarism. **I am fine with any method you wish to use to cite your work.**

Only submit one copy of your report to the OWL Course Assignment link. You should decide who in your group will be responsible for submitting the final copy of your report and it should be someone you trust **not to miss the deadline!**

There will also be a peer evaluation component in which you will provide a brief description of your contribution and the contribution of each of your teammates. This will help determine if everyone in the group receives the same grade. The peer evaluations are to be completed by everyone and submitted through the OWL Course Assignment link.

From my perspective I don’t care how you divide the work among the group as long as everyone does what they are supposed to do. You as a group will determine who does what and whether it has been done or not.

The report is to be a **maximum** of 15 pages, double spaced, plus any exhibits you want to include. Since this is a **professional report** you should include a cover page, a single page executive summary and the bibliography/reference section. The cover page, executive summary and bibliography/reference sections will not count as part of your 15 page limit. Font size needs to be a minimum of 11 pt with normal 1” (2.5 cm) margins.

The written report will represent 35% of your final mark.

**Video Presentation**

**Due by 6:00 p.m. Friday August 2, 2024**

Each group will prepare a maximum 15 minute video presentation of their findings and this will represent 10% of your final mark.

As a group you can decide how you would like to present your findings and recommendations. You may wish to have everyone take part or you may wish to have just a few group members present.

Your goal is to have the most effective presentation you can given the time limit of the presentation.

The video presentation needs to be submitted through the OWL Assignment link and it is due by Friday August 2, 2024 at 6:00 p.m.

Anything received after the deadline will be considered late and will be subject to a late penalty of 5 marks per day. Submit only one video of the presentation per group.

Note that the video presentation deadline is different than that of the written report.