

MASTER OF BUSINESS ADMINISTRATION



MODULE: STRATEGIC AND CHANGE MANAGEMENT

ASSIGNMENT GUIDELINES

Dear Student

Listed below are assignment guidelines: Those specific to your assignment questions as well as general guidelines.

1. The assignment should not exceed 8000 words.
2. The assignment covers all areas of the syllabus, emphasising the need for students to integrate the knowledge across the various chapters in the module guide and the prescribed textbooks.
3. Students must focus on responding to the requirements of each question; this requires an analysis of each question in order to ascertain these requirements.
4. Students must present relevant information in their responses, correctly referenced, in a logical and coherent manner so that the question is answered.
5. Question 1 is a case study and students are reminded that the answers to case study questions are not necessarily found in the case study. The case study presents a scenario and the questions require that this scenario (or context) be considered.
6. **Question 1:**
 - 6.1 Question 1.1 requires a SWOT analysis of a challenger bank and a traditional bank. These can be presented in a table. However, students must not use one word bullets in each of the quadrants.
 - 6.2 In question 1.2 a justified response is required to the statement.
 - 6.3 In question 1.3, begin by explaining what a business model is before presenting an evaluation of the business model of any one of the challenger banks.
 - 6.4 Question 1.4 requires a critical discussion of the entry 'strategies' employed by the challenger banks.
 - 6.5 There are two parts to question 1.5:
 - 6.5.1. In question 1.5.1 the discussion must focus on what strategies the traditional banks can employ to counter the challenger banks.
 - 6.5.2 Question 1.5.2 requires a discussion of the elements of change management that the traditional banks should undertake in responding to the challenger banks.
7. **Question 2:**
 - 7.1 In question 2.1, students discuss why strategy is important to any organisation and explain why strategic intent is the first step of the strategic management process(SMP). Students should begin by defining the concepts of strategy and strategic intent before discussing the reasons why strategy is crucial. Reference should also be made to the SMP when explaining why strategic intent is important.

7.2 Question 1.2 requires a discussion of each of the mentioned drivers of strategy implementation – organisational structure, control systems, reward systems and organisational culture.

8. Question 3:

This question requires a critical discussion of why CSR and sustainable business practices make good business sense.

Should you require further assistance please email studentsupport@regent.ac.za

All the best with your studies

Regards