

1 ADDENDUM A: MANDATORY ASSIGNMENT 01 FOR SEMESTER 1 2025

Assignment 01 assesses the outcomes in Lessons 1, 2 and 3

ASSIGNMENT 01 SEMESTER 01

Essay

Total marks: 50

Case study

Standard Bank

Instructions:

Conduct an internet search and access the Standard Bank of South Africa Integrated Report for 2023.

Read the report and answer the following questions in an essay format of 2 500 – 3 000 words (maximum of 10 pages).

1. Start the essay with an introduction.
2. Each question should be answered in a separate paragraph with a clear heading/sub-heading.
3. When answering the question, begin with a theoretical overview based on the prescribed material and additional resources and then apply the theory to the case study.
4. Use in-text citations to acknowledge your sources and include a full list of references.
5. End your essay with a conclusion.
6. All the questions should be answered as part of the essay with one introduction, a body and one conclusion.

Note: You may need to conduct additional research when answering some questions.

Questions		Marks
1	Discuss five (5) Sustainable Development Goals (SDGs) that Standard Bank is trying to achieve. Motivate with examples from the Standard Bank report.	10
2	Use the SMART principle to evaluate Standard Bank's short and medium targets(goals).	10
3	<p>a) Standard Bank's mission statement is "To facilitate real economic activity and support South Africa's socio-economic development by being a purpose-driven financial institution that provides inclusive, sustainable, and innovative financial solutions to its clients, driving growth across Africa". Evaluate this mission statement to determine whether it meets the requirements of a well-formulated mission statement. Afterwards, make recommendations as to what additional information Standard Bank could include in their mission statement. (5 marks)</p> <p>Hint: When evaluating the mission statement use a table with the following headings: aspects, yes/no and excerpt from the mission statement.</p> <p>b) Formulate a vision statement for Standard Bank. (2 marks)</p> <p>c) Evaluate the vision statement in b) above to determine whether it meets the requirements of a good vision statement. (8 marks)</p> <p>Hint: When evaluating the vision statement use a table with the following headings: characteristics, yes/no, reason(s).</p>	15

4	a) Describe what the Balanced Score card entails when used in strategic planning. (2 marks). b) Use the four perspectives of the Balanced scorecard to formulate goals/targets that are aligned with the strategic direction of Standard Bank. (8 marks)	10
5	Technical requirements Marks will be allocated for having an introduction, using in-text referencing, using different sources, having a conclusion and providing reference list.	5

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