

J.m. smuckers external environmental analysis

[Business](#)



You will be required to apply the strategic concepts and analytical techniques studied in this module. All the learning outcomes below will be assessed: 1.

2. 3. Ability to analyse the complexity of organisations and their environments Demonstrate an understanding of the complexity of the relationships between an organisation and its environment Ability to evaluate existing models against practices of real organisations The assignment will be marked and moderated by: Module Tutors Please note: 1 .

All work must adhere to the University regulations on ' Cheating, Collusion and Plagiarism' which are provided as an Appendix in your Programme handbook. See your Tutor for guidance on ' HarvardReferencing Style', avoiding ' Plagiarism', and using Turnitin. A hard copy, an electronic copy on CD or DVD Rom, and a Turnitin Report if possible on the assignment must be handed into your Local Study Centre on or before the appointed date under cover of the Sunderland Business School Feedback Sheet.

Issue Date: 15th February 2013 Submission Date: 8th April 2013 2. Task Your task is to carry out a critical analysis and evaluation of strategy development in he global fastfood industry, using the information provided and other materials researched. You will be expected to select and apply appropriate theories, techniques and models studied during the module whilst having regard to the practical aspects of strategy development.

Your assignment should be presented in a business report format and should be within the range 3, 000+1- 500 words (excluding executive summary, references and relevant appendices). The report should include a title page

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and executive summary and be fully and consistently referenced, using the Harvard Referencing style. You must also submit a CD or DVD Rom containing an electronic version of the report. This should be clearly labelled with your name, your course and the name of the case study.

It is recommended that you research information additional to the case study to support your arguments.

This may be obtained from a diverse range of sources and you are encouraged to research the issues in whichever way you deem appropriate. Assessment Criteria In the event of failing this individual assignment, normal referral / deferral procedures will apply. This assignment carries a weighting of 100%. The assessment will focus on the level of ANALYSIS carried out.

That is, the application of studied in the module to the ' practical' case study presented.

In other words, you should proceed beyond a DESCRIPTION of the company and its actions. You should be analysing Why' rather than describing What'. The assignment will be assessed and moderated by the module team in accordance with the marks allocated to each of the questions detailed below. 10% of the marks are set aside for the ' report style' criteria.

SIM336 (Off Campus) – Individual Report April 20132 3 Academic Rigour 0 your ability to isolate the key strategic issues 0 the coherence and epth of the analysis of those issues 0 the ability to analyse the strategy context within which companies operate 0 the ability to critically review and evaluate strategic decisions made by companies Methodology 0 the use of relevant

evidence, from material provided and personal research to support any statements made 0 the appropriateness of the methods used and theoretical models and frameworks applied 0 the breadth and depth of research undertaken Evaluation of data 0 the ability to make sound recommendations or conclusions arising from the analysis the soundness of arguments put forward Format of Report 0 the summary of rguments 0 report layout and format 0 use of illustrative material and evidence to support arguments 0 the appropriateness ot length 0 the quantity and accuracy ot referencing