

Strategic management: competitiveness and globalization

[Business](#)



At this level you are also expected to read widely from your text and other academic literature demonstrating that you have consulted other sources appropriate for a level seven paper. You need to show evidence of theory from the current textbook and from databases (such as ABA Inform/Protest, ABLE) to investigate FOMENTER beyond what is shown on their website.

Specifically, use the Instructional Words to guide your responses to the essay questions in addition to the Hanson, D. , Dowling, P. , Hit, M. , Ireland, D. , Hosking's, R.

2014). Strategic Management: Competitiveness ; Globalization (5th edition, Asia-Pacific Edition). Victoria, Australia: Thomson. A minimum of ten (10) additional Justifiable sources, not including annual reports and their website, is expected, which must be evidenced in your report. 2 INSTRUCTIONAL WORDS Analyses Break down and carefully examine the most important parts showing how they are related, whether they work together and why they are important. Critically evaluative an in-depth and logical Judgment of something.

Support your judgment with reliable evidence and/or authoritative views. Examine in detail. Explore alternatives, challenging and questioning. Discuss strengths and weaknesses (for and against). Use clear thinking to either: Demonstrate Prove by using statistics and reliable evidence etc.

, or Explain to show you understand, by using examples and/or experience. Discuss Examine carefully and completely. Give reasons for and against, or examine a range of views. Come Tao conclusion. Interpret Explain the

meaning of something in a clear way. Give examples or comment on a subject.

Justify Reinforce your point of view or perspective based on business evidence and academic literature. 3 FORMAT On the due date students must submit an electronic copy, showing the course code, name of the paper, your ID number, and the lecturer's name. Type the question and your answer/response underneath. You also need to number all pages except for the cover and reference pages. The assignment should be approximately eight (8) to twelve (12) pages in length (not including cover page and preference page(s)), based on 12 point Times New Roman font and 1.

Spacing. Note: PAPA referencing is required. Your assignment is due on July 18th 2014 at 6 p. M. If the assignment is not submitted by the date and time indicated, you will be penalized by 10% of the mark awarded for each period of 24 hours or part thereof commencing from the due date and time.

The only exception is where an application for an extension has been accepted by the course examiner. The case study is worth 25% of your final grade for this paper.

State and then critique the vision AND mission statement for FOMENTER, using relevant theory to demonstrate their value to the organization. If you are unable to find the information, develop a mission and vision statement for the organization, with reasons why your statements are appropriate for the organization. (12 marks) (b) State Fontanel's strategy.

If you are unable to find the information, develop an appropriate strategy for the organization, with reasons why this is an appropriate strategy.

Discuss the rationale of changing the name of the organization to SPARK. (8 marks) 2 Write a SOOT analysis with rationale for FOMENTER. (A list is not acceptable). (15 marks) 3 PESTLE; (a) Using the PESTLE Analysis Template as a guide, prepare one (1) example of each of the six (6) components (including why it is important to consider) for FOMENTER. (12 (mentioned in AAA above), on Fontanel's strategy.

4 Leadership, Culture and Ethics; (a) Analyses the organizational culture you believe is needed to support the strategic areas of focus as outlined in the Annual Report for the year ended 30 June 2013.

Justify your views. (5 marks) (b) Choose a relevant leadership theory to demonstrate his role, given the focus of the organization. (c) From an ethical perspective discuss the Coos salary package. Include a discussion related to the profits of FOMENTER and the appropriateness of possible reasons why the bonuses may be awarded at the time the salary package was announced. (10 marks) 5 Mission and Staff Engagement; Given the stated mission for FOMENTER, review two (2) current career opportunities posted on their website or elsewhere.

Analyses: (a) The Job descriptions for their alignment to the mission.

Demonstrate: (b) Your understanding of their mission by recommending three (3) changes to each of these two (2) current Job descriptions. (c) The effect these three changes may have on achieving Fontanel's mission (for

each of the Job descriptions). (6 marks) 6 Formatting and Referencing; Your essay has been submitted in an acceptable format and uses correct referencing of sufficient sources. It is concise and generally free from spelling mistakes.