

Undergraduate Diploma in Business Administration: Intakes September 2025

Assessment Task: Written assignment based on chosen questions	
Module: Strategic Management	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 02 January 2026	
<p>Task</p> <p>The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the process to Strategic Management.</p> <p>Note</p> <p>This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the process in Strategic Management.</p> <p>Note</p> <p><i>You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style. You are expected to use the Harvard referencing style. Make sure to go through the Assignment Guidelines made available in the course resource centre.</i></p>	
<p>Choose 1 question from the following:</p> <div style="margin-bottom: 10px;"> ☐ Question 1: PESTEL Framework for External Evaluation Select a company of your choice: Utilise the PESTEL framework to systematically analyse the macro-environmental factors affecting your chosen organisation and its industry. Provide at least two distinct, relevant factors for each of the six PESTEL categories (Political, Economic, Social, Technological, Environmental, Legal). <ul style="list-style-type: none"> Evaluate the factors identified, classifying each as a potential Opportunity or Threat to the organisation. Critically assess how the organisation can use the insights generated from the PESTEL analysis to proactively formulate its strategy to either capitalise on the opportunities or mitigate the threats </div> <div style="margin-bottom: 10px;"> ☐ Question 2: Diversification Analyse and contrast the three primary types of corporate diversification strategies: Related Diversification, Unrelated Diversification, and Vertical Integration. In your analysis, describe the core rationale and expected benefits (e.g., synergy, risk reduction) for each type. Furthermore, evaluate the specific competitive and market conditions under which a firm should strategically choose each type of diversification, providing one clear corporate example for each scenario. </div> <div> ☐ Question 3 Competitive Advantage In a real-world strategic analysis, how can a firm practically recognise and differentiate a genuine, sustainable competitive advantage from a temporary market success? Strategic Resource Assessment: Describe the criteria used to evaluate the firm's core resources and capabilities (e.g., using a framework like VRIO) and how passing these tests translates into a durable market advantage. Provide one clear corporate example. </div>	
Pass Mark - 50%	Total Assignment Weighting - 55%

By submitting I confirm that this assessment is my own work	
Mark:	Signature: <main assessor>
Date	Signature: <quality assurance>