

Undergraduate Diploma in Business Administration: Intake September 2025

Assessment Task: One (1) Group presentation based on the question below	
Module: Strategic Management	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 20 December 2025	
<p>Task The purpose of this assessment is to develop an understanding of what was learnt during the module in particular with respect to Strategic Management.</p> <p>Note This assessment provides students with an opportunity to explain the different aspects of Strategic Management.</p> <p>Note <i>You should plan to spend approximately 20 hours researching, reviewing the course slides, planning and designing the presentation. You are expected to select the Harvard Referencing Style if you are using any sources for the information being given in the presentation.</i></p> <p><i>Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.</i></p> <p><i>The presentation should be 20 minutes long and students will be expected to answer questions made by the students in class as well as the tutor.</i></p>	
<p>Presentation Title: " INNOVATION as a Strategic Management Tool – Company Case Study</p> <p>Many successful companies, like Netflix or Amazon, are constantly innovating. In strategic management, why is innovation - which includes creating new products, services, or business processes considered a necessity for long-term competitive advantage, rather than just a desirable bonus?</p> <p>Relate the above to a company of your choice and describe its strategic and business approach to Innovation.</p>	
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By submitting I confirm that I have been authorized by all the students in the group to acknowledge that the presentation is our own work	
Mark:	Student (first in list above) Signature: <main assessor>
Date	Signature: <quality assurance>