

Undergraduate Diploma in Business Administration: Intakes June 2025 to May 2026

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 July 2026	
<p>Task 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 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 <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> <p>☐ Question 1: Corporate Strategy: Diversification "Critically analyse the rationale behind corporate diversification strategies. In your response, distinguish between related and unrelated diversification. Provide a detailed evaluation of the potential synergies—or the risks of 'value destruction'—that a company may encounter when entering a new industry. Support your arguments with a hypothetical or real-world business case study."</p> <p>☐ Question 2: Internal Analysis: The VRIO Framework "The VRIO framework is a cornerstone of the Resource-Based View (RBV) of the firm. Explain each component of the acronym (Value, Rarity, Imitability, and Organisation). Discuss how these four dimensions interact to determine whether a company's resources and capabilities lead to a competitive disadvantage, parity, temporary advantage, or sustained competitive advantage. Use a specific company of your choice to illustrate how one of its core competencies meets (or fails to meet) these four criteria."</p> <p>☐ Question 3: Strategy Execution: Achieving Competitive Advantage "Michael Porter famously argued that achieving competitive advantage requires a company to make clear choices about its strategic position—specifically choosing between Cost Leadership, Differentiation, or Focus strategies. Evaluate these three generic strategies. In your essay, discuss why 'being stuck in the middle' is often considered a recipe for strategic failure, and analyse how a firm might successfully combine elements of these strategies in the modern digital business environment."</p>	
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>