

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

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: 27 June 2026	
<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>Question: Strategic Sustainability: A Deep Dive into [Company Name]" "Select ONE globally recognized company and conduct a comprehensive audit of its current competitive advantage. Your presentation must address the following:"</p> <ol style="list-style-type: none"> 1. The Source of the 'Moat': Using the VRIO framework, identify the specific resource or capability that provides this company with its primary competitive advantage. 2. Strategic Alignment: How does this company's business-level strategy (Cost Leadership, Differentiation, or Focus) align with its internal culture and operational processes? 3. The Challenge of Disruption: Identify one major internal or external threat that could erode this company's advantage over the next five years. 4. Strategic Recommendation: Propose one strategic shift the company should implement to defend its market position against emerging competitors or changing consumer trends. <p>Some Suggested Companies for this Assignment:</p> <ul style="list-style-type: none"> • Apple: Excellent for analysing <i>Differentiation</i>. • Tesla: Great for discussing <i>Innovation</i> as a barrier to entry and the transition from niche to mass-market. • Amazon: Ideal for exploring <i>Cost Leadership</i> at scale and how "operational excellence" creates a sustainable edge. • Patagonia: A perfect case study for <i>Niche Differentiation</i> based on brand values and sustainability. 	

- Zara (Inditex): Strong for analysing *Operational Effectiveness* and supply chain agility as a source of advantage.

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>