

CAMBRIDGE MANAGEMENT AWARD

EXECUTIVE DIPLOMA

MODULE ASSIGNMENT

MODULE TITLE: Strategic Management

MODULE NUMBER: 4186/B

Valid between 1 January 2002 and 31 December 2002

INSTRUCTIONS TO CANDIDATES

You should read the assignment carefully.

It is important to complete the **Assignment Cover Sheet** when you have finished your work. You must complete the details and sign the declaration to confirm that the assignment is all your own work and your tutor must sign to verify that it is your own work.

The length of the assignment must be between 3000 and 4000 words.



UNIVERSITY *of* CAMBRIDGE
Local Examinations Syndicate

Executive Diploma Module 4186/B

Strategic Management – Core Module

Title: Recommending a Strategy

1. Conduct a SWOT analysis of either your whole organisation or a department.
2. Using PESTLE or another similar analysis tool, identify and analyse the internal and external forces for change.
3. From your analyses, identify options for strategic change. Evaluate these using a range of relevant criteria.
4. Devise an implementation plan, which clearly considers the roles and possible reactions of staff and includes a system for monitoring and evaluation.
5. Present your proposal in the form of a formal written recommendation to senior management

You must include in your assignment all documentation, notes and materials generated from each stage.

You are not expected to include confidential information on your organisation, its personnel or performance.

Your proposal does not have to be accepted and implemented for the assignment to be valid.