

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
Cambridge International Diploma in Management  
Higher Professional Level

**STRATEGIC MANAGEMENT**

**4262/01**

Core Module

Valid between 1 January 2006 and 31 December 2006

**READ THESE INSTRUCTIONS FIRST**

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 no more than 4000 words. Marks will be deducted from assignments that exceed the word limit.

This document consists of **3** printed pages.



## **Strategic Management – Core Module**

### **Title: Success through Effective Strategic Management**

Your start point for undertaking this assignment is to familiarise yourself with the syllabus for this module and the associated assessment objectives and competence criteria.

For your assignment you should work with your own organisation or one that is familiar to you. Describe the organisation, its purpose, products and/or services and the department or project you work for (or the department/project you have selected).

In general terms, explain the importance of strategic direction, objectives and plans to the success of organisations. Using your chosen organisation, identify the strategic direction, objectives and plans for the next appropriate time period. Explain the rationale behind this strategy, including internal and external influences.

Show how your department or project contributes to the strategy, in terms of work activities, outputs and resources. Devise objectives for your department or project in line with the strategic objectives.

Using a range of analytical tools and a wide range of information sources, identify key changes that are needed in the organisation and/or your department/project in order to achieve the devised objectives. Identify options for change and evaluate these using appropriate criteria and methods. From your analysis, select the change options that are most appropriate and justify them. Show how they will contribute to both the achievement of the department/project objectives and the organisation's strategic objectives.

Devise a strategic plan for your department or project, taking into consideration issues associated with the management of change. If such a plan already exists, critically evaluate this taking into account the issues you have identified. Finalise the plan and distribute it to other people in the organisation who may be affected. Seek comments and incorporate appropriate suggestions. Present your final plan to senior management.

Devise an implementation plan for this strategic plan, which should include methods for monitoring and evaluation.

Having developed a strategy for your department or project and identified any associated issues, reflect on the strategy of the organisation and critically appraise it. Summarise your findings in a short report.

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

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

In writing the report, you should adopt an appropriate business format and show how knowledge and understanding of strategic management have been applied in line with the module syllabus. You should include in your report your research methodology.

At the start of your assignment report, indicate the number of words used which should not exceed the maximum permitted total of 4000.