CRKC4002 – The Business Environment

University of Cumbria and Robert Kennedy College

**General Instructions – Please read very carefully**

**University of Cumbria, The Business Environment, July 2021: Final Assignment**

**Undertake a situation analysis for an organisation of your choice listed in any stock exchange around the world. It could be the UK, your home country or any other listed organisation you are familiar with.**

**Provide your analysis using evidence from annual reports, the company’s website, news stories (e.g. Financial Times, Guardian, BBC etc.), integrated with module tools, frameworks and theory**

Further Guidance:

* Undertake a situation analysis, which includes external and internal analysis factors (**1500 words ±10%**). This should include:
	+ A brief description of mission and vision statements.
	+ An analysis of macro environment and industry factors (i.e. PESTLE analysis and Porter’s 5 forces)
	+ An analysis of internal factors, resources and competences (VRIO framework) and/or Value Chain
	+ An identification of key stakeholders and evaluation of these using a power and interest grid
	+ A conclusion with a summary from the analyses and whether the external environment appears to be attractive and whether the company (internal analysis) has some important strengths that can lead to competitive advantage.
	+ As part of your analysis critically evaluate the strategy tools and approaches, including their usefulness and limitations, and appropriateness in the particular context.

Formatting:

* A cover page should be included with a table of contents with numbered sections (of your choice) and page numbers.
* A clear reference list (following Harvard system) should be provided.
* The assignment should be submitted in a doc or pdf format.

**Referencing**: Referencing is of vital importance in order to avoid the serious academic offence of plagiarism. This is defined in The Cambridge international dictionary of English as ‘Plagiarise - To use another person's idea or part of their work and pretend that it is your own’. RKC reserves the right to use electronic means to identify plagiarism and collusion. Wherever possible we prefer you to develop your own ideas and to express them in your own words. **You must use Harvard referencing system to acknowledge all of your sources of data AND all of the theories, models and frameworks even when paraphrasing**.

A complete list of references must be included at the end of your assignment. Where you use direct quotes or show diagrams, keep them short and ensure you explain their contribution to your arguments.

Marking scheme for Assignment

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|  | Weighting |
| Presentation and Structure  | 15% |
| Harvard Referencing style | 10% |
| Content and Knowledge | 35% |
| Analysis | 40% |
| Total | 100% |