

Assessment Brief

Module: International Business Strategy

Assessment Title: Strategic Analysis of a Multinational Company

Type: Individual Coursework Report

Weighting: 100% of Final Grade

Word Count: 1,200 words ($\pm 10\%$)

Submission: Via LMS (Word or PDF format)

Assessment Overview

You are required to write an **individual 1,200-word report** analyzing the international business strategy of a real-world multinational company. The report should evaluate the organization's global environment, competitive advantage, and strategic choices using recognized analytical frameworks.

Assessment Aim

To enable students to apply strategic management tools and frameworks to assess the performance and global expansion of multinational enterprises.

Learning Outcomes Assessed

- Analyze internal and external business environments.
- Apply strategic tools for decision-making.
- Determine competitive strategies.
- Illustrate strategic recommendations with examples.

Structure & Guidelines

1. **Title Page**
2. **Executive Summary (100–150 words)**
3. **Introduction**
4. **Strategic Analysis (PESTLE, Porter, SWOT)**
5. **Evaluation of Strategy and Global Positioning**
6. **Recommendations for Improvement**
7. **Conclusion**
8. **References (Harvard style)**
9. **Appendices (optional)**

Action Verbs to Guide Your Writing

Apply, Analyze, Illustrate, Determine, Present, Categorize, Model

Assessment Criteria & Weighting

Criteria	Weight
Application of Strategic Concepts and Tools	25%
Environmental and Competitive Analysis	20%
Evaluation of Strategic Options	20%
Case Study / Practical Example	15%
Structure, Clarity, and Presentation	10%
Referencing (Harvard) and Research Use	10%

Academic Integrity

All submissions must be original and properly referenced. Plagiarism will result in disciplinary action.

Submission Policy

- Late submissions incur a **5% penalty per day** (up to 5 days).
- After 5 days, work receives **0%** unless extension approved.

Feedback

Detailed feedback within **15 working days** after submission.