

**UNIVERSITY OF CUMBRIA**

**COURSEWORK REASSESSMENT REQUIREMENT**

|  |
| --- |
| **Module Code:**  UCBP7002 |
| **Module Title:**  Strategic Thinking |
| **Tutor: Dr Daniela Campaniolo** |
| **Title of the item of work:**  **Resit Assigment 1 : Strategic Report** |
| **Wordage: 4,500 words +/- 10%** |
| Select an organisation with a national and international focus.  Write a strategic analysis report (target 4,500 words +/- 10%) which does:  Analyse and evaluate the current strategic position of the organisation.  Assess the challenges it is facing, considering local and global external factors. (Using suitable tools)  Evaluate critically the implications and impact of different ways of tackling these challenges.  Recommend the most appropriate route to meet the strategic needs of the organisation and analyse the changes required to achieve the recommended strategy.  Use suitable tools and models to support your analysis. Reference all sources, including websites and journals/magazines. Include a full bibliography. |
| **SUBMISSION DATE AS PER STUDENT PORTAL**  ✓  To be submitted by ***16:00 PM*** on ***11/08/2023*** in accordance with instructions given by the course team.  To be submitted through the Virtual Learning Environment (Turnitin on Blackboard) in pdf/Word format.  ✓ |