

LEVEL 6 ASSESSMENT SPECIFICATION

Programme:	BA (Hons) Business Management		
Module:	Strategic Management and Sustainability		
Module code:	LCBB 6015	Contribution to Overall Module Assessment (%):	50%
Module Lead/Lecturer:	Mr. Nadeem Mirza Dr Nerys Dosseh	Internal Verifier:	Dr Anupam Mazumdar
Assignment Title:	Component 2: Coursework: Written Report	Word count (or equivalent):	2000 words +/- 10% words
Submission deadline:	Weekday: 24/04/26 @ 2 PM Weekend: 24/04/26 @ 2 PM	Return date of provisional marks & written feedback:	Weekday: 29/05/26 Weekend: 29/05/26
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, the maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty/referencing:	Academic honesty is required. In the main body of your submission, you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted to complete this assessment.		

Module Learning Outcomes (from module syllabus)

Upon the successful completion of this module, the student should be able to:

- examine the relationship between the external context of an organisation and its internal context, and how these impact its strategies;
- critically evaluate the competitive and development strategies of an organisation in the context of contemporary strategic management issues;
- Analyse the factors that must be considered by an organisation in the implementation of a strategy.

TASK DESCRIPTION

Component 2 (50%): Written Report (2000 words)

Automotive Industry Trends and Strategy



The automotive industry is incredibly dynamic, constantly reshaped by tech shifts (EVs, autonomy, software), evolving consumer demands, strict regulations, and global economic pressures, requiring continuous innovation in production, materials and business models to stay competitive. Today, the primary trends in the automotive industry are **electrification**, the rise of **software-defined and connected vehicles**, advancements in **autonomous driving**, and a strong focus on **sustainability** and new **mobility-as-a-service** business models. Key strategies for manufacturers involve enhancing supply chain resilience, leveraging AI and data, and forming strategic partnerships.

Key Strategic Responses for the Industry

- **Supply Chain Resilience and Vertical Integration:** To mitigate disruptions (like chip shortages and geopolitical tensions), companies are adopting vertical integration strategies, localizing production, diversifying suppliers, and stockpiling critical components.
- **Strategic Partnerships:** Collaboration is essential to manage the high costs and complexity of new technologies (AI, software, batteries, autonomous systems). Automakers are forming alliances with technology companies and even competitors to share development costs and expertise.
- **Data and AI Integration:** Artificial intelligence and data analytics are used across the value chain, from optimizing manufacturing processes (smart factories) to enhancing the in-car experience (personalization) and enabling new business models like predictive maintenance and insurance.

- **Flexible Manufacturing:** Manufacturers are developing flexible vehicle platforms capable of producing various powertrains (ICE, hybrid, BEV) on a single assembly line to adapt quickly to uncertain market demands and regulatory shifts.
- **Focus on the Customer Experience:** The value proposition is shifting from just a product (the car) to a continuous service. Strategies focus on creating brand loyalty through personalized digital experiences, ongoing software updates, and new service offerings throughout the vehicle's lifecycle

TASK:

*Based on the information provided above and your own research on the automotive industry, Conduct **a strategy formulation plan** for any selected company in the automotive industry (ex: BMW, Volvo, Toyota, Tesla etc)*

The elements of the strategy formulation plan should include:

1. Executive Summary **(200 words, not included in the final word count)**
2. Introduction to the Strategy (meaning, importance and benefits of strategic management, the purpose of the report, and how the report will be organized) **(200 words)**
3. Overview / Background of the firm (name, services/products, sector that it operates, location) **(200 words)**
4. Strategic Intent (vision, mission, objectives) **(200 words)**
5. The company's current performance **(300 words)**
6. Strategy Analysis, the selected company's competitive environment analysis **(600 words)**
 - 6.1. External Environmental Audit using PESTEL / Porter's 5 Forces
 - 6.2. Internal Environmental Audit using SWOT, VRIO, BCG, Value Chain and any other analysis tools, identifying the strengths and weaknesses of the venture.
7. Strategy Formulation: Discussion of strategic choices for businesses in the selected company (services or product) markets and propose a new strategy for the company. **(300 words)**
8. Conclusion and Recommendation **(200 words)**

NB: You are expected to consult at least **10** credible / Academic sources in your report.

Assessment 2 is an Evidence-based analysis: This means you should critically support and analyse your arguments made within your report by providing proper justifications from academic articles and academic books (sourced via the UWTSD library) & from other creditable sources mentioned by your tutor. Quality sources normally include academic journals and academic books and credible reports. You must also cite and reference your sources using Harvard Referencing. There will be guidance on your UWTSD Library website to help you to consider the credibility of your research and to help you with Harvard Referencing. For support with critical reading and writing, how to approach literature reviews, Harvard referencing, and other academic skills please visit the UWTSD Academic Skill / Library Support Website.

Use of Generative AI in Assessment
(Lecturer to indicate Yes or Not against each element)

RESEARCH	For this assessment, you can use Generative AI to support you in research, including searching for bibliography, using tools to summarise, compare and interrogate materials.	Yes ☒ No ☐
STRUCTURE	For this assessment, you can use Generative AI to support you in structuring your submission, including creating a draft argument structure, identifying parts and headings, etc.	Yes ☒ No ☐
PROOFREADING	For this assessment, you can use Generative AI to check your own text/creation for grammatical and syntactical mistakes, including rephrasing of your own work within specific standards.	Yes ☒ No ☐
WRITING	For this assessment, you can use Generative AI to create text for submission.	Yes ☐ No ☒
CREATIVE	For this assessment, you can use Generative AI to create creative materials, such as images.	Yes ☒ No ☐
PROGRAMING	For this assessment, you can use Generative AI to create and check code.	Yes ☐ No ☒
NONE	For this assessment, you are not allowed to use any type of Generative AI support. This includes research support, structure support, writing/proofreading support and creative support.	Yes ☐ No ☒

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five common assessment criteria overleaf.

1. Research-informed Literature

Your work must be informed and supported by scholarly material that is relevant to and focused on the task(s) set. You should provide evidence that you have accessed a wide range of sources, which may be academic, governmental and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the credibility of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide evidence of your research/own reading throughout your work, using in-text citations in the main body of your work and a reference list that is alphabetical at the end of your work. Please use the Harvard referencing system.

Specific to Assignment 2: Any sources of secondary data used in your assignment should be correctly referenced (Harvard Style)

2. Knowledge and Understanding of Subject

Your work must demonstrate the growing extent of your knowledge and understanding of concepts and underlying principles associated with the subject area. Knowledge relates to the facts, information and skills you have acquired through your learning. You demonstrate your understanding by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the extent to which you demonstrate your knowledge and understanding; ideally, each should be complete and detailed, with comprehensive coverage.

Specific to Assignment 2: Based on your knowledge of the subject you should select appropriate techniques, models and/or theories in the following areas of Strategic Management.

3. Analysis

Your work must contain evidence of logical, analytical thinking, evaluation and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing What! but also justifying: Why? How? When? Who? Where? At all times, you must justify your arguments and judgements. Evidence that you have reflected upon the ideas of others within the subject area is crucial to you providing a reasoned and informed debate within your work. Furthermore, you should provide evidence that you can make sound judgements and convincing arguments using data and concepts. Sound, valid conclusions are necessary and must be derived from the content of your work. There should be no new information presented within your conclusion. Where relevant, alternative solutions and recommendations may be proposed.

Specific to Assignment 2: Based on the theoretical knowledge that you have gained in this module, and collected secondary data, you are required to prepare your report based on your critical Micro and Macro environmental analysis and its findings.

4. Practical Application and Deployment

You should be able to demonstrate how the subject-related concepts and ideas relate to real-world situations or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context, to assess current situations, perhaps to formulate plans or solutions to solve problems, some of which may be innovative and creative. This is likely to involve, for instance, the use of real-

world examples and cases, the application of a model within an organisation and/or benchmarking one organisation against others based on stated criteria. You should show awareness of the limitations of concepts and theories when applied in particular contexts.

Specific to Assignment 2: You will have to apply relevant concepts and theories to demonstrate your understanding of the Micro and Macro environmental factors and the importance of Sustained Competitive Advantages, Resources and Capabilities for the company's future success.

5. Skills for Professional Practice

Your work must provide evidence of the attributes expected in professional practice. This includes demonstrating your initiative. You must communicate effectively in a suitable format, which will be written in a reflective essay. Work should be coherent and well-structured in presentation and organisation.

- Specific to Assignment 2: **All students must maintain the use of professional and academic language in all tasks. The submission must follow the structure and the requirements that are highlighted by the ML.**

General Submission Guide:

1. All of your submissions must include a title page that clearly states your name, your student number, the module code and title, your lecturer's name, and your assignment title.
2. All of your submissions should be typed in Arial Font, size 11.
3. All of your submissions should be typed with 1.5-line spacing.
4. All of your submissions should have an appropriate structure, include page numbers, and have a reference list.

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria Applied	Marks available	Marks awarded
1. Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.	20%	
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.	20%	
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence.	20%	
4. Practical Application and Deployment Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.	20%	
5. Skills for Professional Practice Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.	20%	
Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate) Up to 1 week late (40% Max) Over 1 week late (0%)	100%

GENERIC ASSESSMENT CRITERIA

Level 6

Following the Framework for Higher Education Qualifications, at the end of Level 6 students should have coherent and detailed knowledge and a systematic understanding of their subject area, at least some of which is informed by the latest research and/or advanced scholarship within the discipline. They will be able to accurately deploy established techniques of analysis and enquiry within a discipline, using their conceptual understanding to devise and sustain arguments and/or to solve problems. They should be aware of the uncertainty, ambiguity and limits of knowledge. They should be able to critically evaluate evidence, arguments, assumptions, abstract concepts and data (that may be incomplete), make judgements, and frame appropriate questions to achieve a solution - or identify a range of solutions. They will apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects. They will have the ability to manage their learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline). They will demonstrate the qualities and transferable skills necessary for employment requiring: the exercise of initiative and personal responsibility; decision-making in complex and unpredictable contexts; the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

Level 6	FAIL	MARGINAL FAIL	SATISFACTORY (3 rd / Pass)	GOOD (2.2 / Pass)	VERY GOOD (2.1 / Merit)	EXCELLENT (1 st / Distinction)	EXCEPTIONAL (1 st / Distinction)
Category	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
Engagement with literature (including reading, referencing, academic conventions and academic honesty)	Little or no evidence of reading and/or reliance on inappropriate sources. Views and findings are mostly unsupported and non-authoritative. Referencing conventions used incoherently or largely absent.	Poor engagement with essential reading. No evidence of wider reading. Reliance on inappropriate sources, and/or indiscriminate use of sources. Heavily reliant on information gained through class contact. Inconsistent and weak use of referencing.	Engagement with a limited range of the most relevant and credible sources. Some omissions and minor errors. Referencing conventions are evident though not always applied accurately or consistently.	Engagement with an appropriate range of research-informed literature, including sources retrieved independently. Some overreliance on texts. Referencing may show minor inaccuracies or inconsistencies.	Engagement with a wide range of research-informed literature, including sources retrieved independently. Selection of relevant and credible sources. Very good use of referencing, with no/very few inaccuracies or inconsistencies.	Engagement with an extensive range of relevant and credible literature, informed by the latest research. Consistently accurate application of referencing.	Exceptional engagement with an extensive range of relevant and credible literature, informed by the latest research. High-level referencing skills consistently and professionally applied.

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Category	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
Knowledge and understanding (Coherent and detailed knowledge and systematic understanding of the subject area, at least some of which is informed by the latest research and/or advanced scholarship within the discipline.)	Major gaps in knowledge and systematic understanding of the subject matter. Substantial inaccuracies. No awareness or knowledge of the latest research and/or advanced scholarship within the discipline.	Gaps in knowledge, with only superficial systematic understanding. Some significant inaccuracies and/or irrelevant material. No awareness or knowledge of the latest research and/or advanced scholarship within the discipline.	Limited knowledge and systematic understanding of the relevant concepts and principles within the subject area which to some limited extent, is informed by current research and scholarship.	Knowledge is reasonably detailed and accurate with a good systematic understanding of the field of study and to some extent, current research and scholarship.	Knowledge is reasonably coherent and detailed. Exhibits a very good understanding of the breadth and depth of established views, and the work is, at least in part, well-informed by current research and scholarship.	Excellent coherent and detailed knowledge and systematic understanding of the principles and theories of current research and scholarship. Clear awareness of challenges to established views and the limitations of the knowledge base.	Exceptionally coherent and detailed knowledge and systematic understanding of the principles and theories of the subject, well-informed by current research and scholarship. A critical, sophisticated and nuanced awareness of the ambiguities and limitations of knowledge.
Cognitive and intellectual skills (Conceptual and critical thinking, analysis, synthesis and evaluation of research, assumptions, abstract concepts and data (that may be incomplete); logic, argument and judgement.)	Wholly or almost wholly descriptive work. Little or no analysis, synthesis or evaluation. Failure to develop arguments leads to illogical or invalid judgements. Unsubstantiated generalisations, made without the use of any credible evidence.	Largely descriptive work, with superficial use of critical evaluation. Weak development of arguments and judgements. Information accepted uncritically, uses generalised statements made with scant evidence and unsubstantiated opinions. Ideas were sometimes illogical and contradictory.	The limited attempt at critical thinking, analysis, synthesis and evaluation, tends towards description. Some evidence to support emerging arguments and judgements but these may be underdeveloped or with a little inconsistency/misinterpretation. Asserts rather than argues a case.	Some critical thinking, analysis, synthesis and evaluation. Can analyse new and/or abstract concepts and data without guidance. An emerging awareness of different stances and ability to use evidence (that may be incomplete) to support the argument. Mostly valid arguments and logical judgements. Some tend to assert/state opinions rather than argue based on reason and evidence.	Sound critical thinking, analysis, synthesis and evaluation demonstrating critical thinking. Ability to devise and sustain persuasive arguments, and to review the reliability, validity and significance of evidence (that may be incomplete) to make the most appropriate and valid judgements.	Excellent critical thinking, analysis, synthesis and evaluation. Ability to investigate contradictory or incomplete information and make strong, persuasive, arguments and sophisticated judgements. Some evidence of independent thought and ability to 'see beyond the question', suggests a grasp of the broader field and wider concepts.	Exceptional critical thinking, analysis, synthesis and evaluation based on judiciously selected evidence. Ability to investigate contradictory or incomplete information and make strong, persuasive, arguments and sophisticated, nuanced, judgements. Evidence of independent thought and ability to 'see beyond the question', suggesting an outstanding grasp of the broader field and wider concepts

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Category	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
Practical skills (Apply/deploy accurately established tools and techniques; initiate and carry out projects; formulate solutions to solve problems in complex and unpredictable contexts.)	Limited or no use of methods, materials, tools and/or techniques. Little or no appreciation of the context of the application. Limited understanding of the application of theory to practice or making appropriate links between the two. Very weak problem-solving skills in complex and unpredictable contexts.	Rudimentary application of methods, materials, tools and/or techniques but without consideration and competence. Flawed appreciation of the context of the application. Weak understanding of the application of theory to practice, with only occasional evidence of making appropriate links between the two. Weak problem-solving skills in complex and unpredictable contexts.	An adequate awareness and mostly appropriate application of well-established methods, materials, tools and/or techniques. A basic appreciation of the context of the application. Theoretical knowledge and understanding are applied in practice, but not always making logical links between the two. Can identify problems and propose basic solutions in complex and unpredictable contexts without fully appreciating the complexity.	A good and appropriate application of standard methods, materials, tools and/or techniques. A clear appreciation of the context of the application. The mainly consistent, accurate and logical application of theory to practice, making appropriate links between the two. Can identify problems and propose mostly appropriate solutions in complex and unpredictable contexts.	A very good application of a range of methods, materials, tools and/or techniques. Very good consideration of the context of the application, with perceptive insights. Can identify problems and propose appropriate solutions in complex and unpredictable contexts. Evidence of some innovation and creativity.	An advanced application of a range of methods, materials, tools and/or techniques. The context of the application is well-considered and insightful. Application and deployment extend beyond established conventions. Can identify complex problems and propose excellent solutions. Innovation and creativity are evident.	Exceptional levels of application and deployment skills in unpredictable, practical contexts, drawing skillfully on the latest research within the discipline. Can identify complex problems and propose sophisticated solutions. Assimilation and development of cutting-edge processes and techniques.

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Category	0-29%	30-39%	40-49%	50-59%	60-69%	70-84%	85-100%
Transferable skills for life and professional practice (Exercise of initiative and personal responsibility; professional development; initiate and complete tasks and procedures: individually and/or collaboratively; use appropriate media to communicate effectively; fluency of expression; clarity and effectiveness in presentation and organisation.)	The communication medium is inappropriate or misapplied. Work is poorly structured, disorganized and/or confusingly expressed. Very weak use of language and/or very inappropriate style. Little or no evidence of autonomy (or collaboration, where relevant) in the completion of tasks. Little or no evidence of the skills required in graduate employment.	The communication medium is poorly designed and/or not suitable for the audience. Work is poorly presented in a disjointed manner. It is loosely, and at times incoherently, structured, with information and ideas often poorly expressed. Weak use of language and/or inappropriate style. Weak independent initiative (or collaboration, if relevant). Limited evidence of the skills required in graduate employment.	Can communicate in a suitable medium but with some room for improvement. Mostly ordered presentation and structure in which relevant ideas/concepts are reasonably expressed. Work may lack coherence in places. Can work as part of a team, but with limited involvement in group activities. Demonstrates the basic skills required in graduate employment, with some areas of minor weakness.	Can communicate effectively in a suitable format, but may have minor errors. Mostly coherent, organized work, in a suitable structure and is for the most part clearly expressed. Can work effectively independently and/or as part of a team, with a clear contribution to group activities. Demonstrates the skills required in graduate employment, with some areas of strength and some minor weaknesses.	Can communicate well, confidently and consistently in a suitable format. Work is coherent, fluent, well-structured and organised. Can work very well autonomously and/or as part of a team, with a very good contribution to group activities. Demonstrates very good graduate employment skills, with just occasional minor weakness.	Can communicate professionally confidently and consistently in a suitable format. Work is coherent, very fluent and presented professionally. Can work autonomously with initiative. Where relevant can work professionally within a team, showing leadership skills as appropriate, managing conflict and meeting obligations. Demonstrates excellent graduate employment skills and an appetite for further development.	Can communicate with an exceptionally high level of professionalism. Work is exceptionally coherent, very fluent and presented professionally. Can work exceptionally well and professionally within a team, showing advanced leadership skills. Demonstrates exceptional graduate employment skills and an appetite for further development.

THIS DOCUMENT IS ALSO AVAILABLE IN WELSH