



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

LEVEL/ LEFEL 7

MODULE CODE/ COD Y MODIWL: SBPD7005

STRATEGIC CHANGE IN ORGANISATIONS

ASSESSMENT TYPE/ MATH O ASESU: ASSIGNMENT

ASSESSMENT/COMPONENT/ ASESIAID/CYDRAN: 1 (REPORT)

COMPONENT WEIGHTING/ PWYSAU'R CYDRAN: 100%

WORD COUNT/ NIFER Y GEIRIAU: 7000 - 8000 WORDS

MODULE TUTOR / TIWTOR Y MODIWL: Dr. S. T. Sommerville

SUBMISSION DETAILS/ MANYLION CYFLWYNO:

- Make sure that Your Name , Your Student Number, Your Module Title, Assignment Title and Your Module Lecturer's Name are clearly shown on the front page of your assignment
- All assignments must be submitted electronically to Moodle.
- **DO NOT put this form into Turnitin or it will match many similarities with other students' submissions.**



DBA ASSIGNMENT SPECIFICATION

Programme:	<u>DBA</u>		
Assignment Title:	Strategic Change and Organisations		
Hand Out Date:	The 5 th Week of Term	Submission deadline:	Please refer to the assessments schedule published on Students' Hall in Moodle and the Assessment Board on campus

• Referencing:	In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, <u>title of book</u> , edition, publisher: place of publication).
----------------	---

Late submission will result in a late penalty mark, as follows:

**Up to one week late, maximum mark of 50% for first attempts and 0% for resubmissions. No work will be accepted more than one week after the submission deadline
(Academic Quality Handbook 2016/17 7.5 (5))**

LEARNING OUTCOMES

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

- Analyse organisations from a range of contemporary perspectives
- Understand the factors shaping an organisational structure and strategy
- Have a critical appreciation of the relationship between strategy and structure.
- Critically evaluate the merits of different approaches to strategic change
- Understand the dynamics of strategic change
- Recognise the leadership qualities that are required for driving change
- Critically apply and evaluate the module material to a variety of industries and organisational types.

TASK DESCRIPTION: Report (7000 - 8000 words)

Ineos: “The biggest company you have never heard of”.

Ineos is a UK chemical industries company which – under the strategic direction of its CEO, Jim Ratcliffe - has become increasingly powerful (and profitable) in this (little known) business sector. In recent years, Ineos has expanded its chemical processing activities into Europe and have diversified into other business sectors (fracking gas production, fashionable outdoor clothing (Belstaff), motor vehicles (Landrover) and sport (football)). As a strategic management consultant, Ineos have requested that you consider any of their current strategies to:

- a) Carry out a strategic internal and an external analysis using any relevant analytical framework or strategic analysis tools. (4,000 words)**
- b) Advise Ineos on the strategic options they should take, the barriers they may encounter in implementing these strategic options, and how they can overcome these barriers (4,000 words)**

More details of the question requirements are given in the Case Study materials provided.

Please ensure that you present your work in a business report format.

MARKING CRITERIA AND STUDENT FEEDBACK

This section details the assessment criteria. The *extent* to which these are demonstrated by you determines your mark. The marks available for each criterion 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.

Common Assessment Criteria Applied	Marks available	Marks Awarded
Use and application of module material		
	5	
Evidence of further reading and research.		
	20	
Knowledge and comprehension of chosen topic area(s)		
	20	
Critical analysis		
	20	
Application of analytical models and recommendations of strategic choices	25	
Report structure and presentation	10	
TOTAL	100	

Assignment 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 one week late	50% Max	