



In academic  
affiliation with



**GULF COLLEGE – MUSCAT – SULTANATE OF OMAN**

**UNDERGRADUATE BUSINESS PROGRAMME**

**ACADEMIC YEAR: 2016 – 2017**

**First Semester**

## **ASSIGNMENT**

Module Title	: Strategic Management	
Module Code	: BLB10089-6	
Method of Assessment: Assignment (Portfolio-Video Reaction)		
Weighting	: 25%	Module Credits: 15
Level	: 6	Semester/Teaching block: 1
Morning/Evening Session:	Both	Examiner: Dr. Gina G. Jocson
Additional Information (if any): 820 words		

# STRATEGIC MANAGEMENT

Module Title : BLB10089-6  
Module Code : Dr. Gina G. Jocson  
Module Leader : 25% (Portfolio)  
Weighting : January 8-10, 2017  
Date of Submission :

You should hand in one copy of your assignment by the time and date above to the appropriate 'hand-in location' at the registration department of Gulf College. Fill in the front cover (staple together with your assignment). **MAKE SURE** that you fill in all the relevant details on this form. An acknowledgement will be given to you upon receiving your assignment. This is your receipt, keep it. You can submit work by post, but you must send it recorded delivery, it must be postmarked two days before the deadline date and a copy must be kept by you in case it is lost in the post. Faxed assignments will **not** be accepted.

Assignments **must** be submitted by the due date. The only circumstance in which assignments can be submitted late is if an extenuating circumstances form is submitted at the same time. In these circumstances work may be submitted up to five working days late only. If the extenuating circumstances are upheld, the assignment will be graded; otherwise a 0 will be awarded.

## Maximum Word Length: 820 words

The font type must be Arial with 12 font size and with 1 inch (2.5 cm) margins at all sides with 1.5 line spacing. All sources must be clearly referenced using the Harvard system. State the number of words used at the end of your assignment. You may include diagrams, figures etc. without word penalty. A sliding scale of penalties for excess length will be imposed according to the amount by which the limit has been exceeded

Up to 10%	Excess words	No penalty
11-20%	Excess words	10% penalty
21-30%	Excess words	20% penalty
31% plus	Excess words	The work will be capped at a pass i.e. 40%

NB. None of the above penalties will be used to change a student mark which is above the pass mark, to one that is below the pass mark. Therefore the *maximum penalty* for exceeding the word limit will be a reduction to a pass grade.

## Assessment Criteria

To achieve a 'Pass' grade of 40% or above

In order to achieve a pass grade the student must demonstrate an understanding of the concepts and principles of Strategic Management at Level 6. The work to be produced must apply appropriate Strategic Management concepts and frameworks in order to address the

areas specified in the assignment. There should be also a clear evidence of research and reading, with reference to appropriate sources.

To achieve a grade of 70% or above

In order to achieve a grade of 70% or above, as well as satisfying all of the outlined criteria for a 'pass', the student must demonstrate a detailed understanding and application of the concepts and principles of Strategic Management models. The submission will be well organized and contained all relevant data. It will show evidence of appropriate investigation including research from a range of academic literature and other secondary sources of information. Detailed answers will be given to each of the questions with appendices where appropriate. There will be an evidence of wider reading through appropriate supporting references.

**This assignment will assess the following learning outcomes:**

1. Demonstrate a systematic understanding and critical evaluation of the key aspects of the strategic management process;
2. Demonstrate the ability to compare different theories and perspectives of strategic management and use and appraise them appropriately;
3. Critically evaluate theories and concepts of strategic management. Analyses and apply appropriate problem solving techniques plus knowledge learned to solving complex business problems;
4. Demonstrate the ability to communicate complex issues.

**Video Title:**

SABIC Corporate Firm - "Chemistry that Matters"

**Main Link:**

[https://www.youtube.com/watch?v=AMicisnGE\\_Y](https://www.youtube.com/watch?v=AMicisnGE_Y)

**Related Links:**

1. <https://www.sabic.com/corporate/en/ourcompany/>
2. <http://www.accurateessays.com/samples/sabic-company-case-analysis/>
3. <https://www.youtube.com/watch?v=hf3OoQlq97A>
4. <https://www.youtube.com/watch?v=7ljau3kS9Dw>
5. <https://www.youtube.com/watch?v=Dpxvfk6OTP4>
6. <https://www.youtube.com/watch?v=7ljau3kS9Dw>

**This is web-link based courseware.** From the given web links above you are required to view the video as often as you want to create an academic essay in response to the scenario presented in the video. There are other related links to help you understand the details of the video. This is one of the portfolios given during the teaching periods and will cover 25% assessment.

### Portfolio Tasks

1. Use an essay format to answer the assigned tasks. The prescribed structure is given below.
2. Write an *introductory paragraph* that provides a brief overview of the company featured in the video. Briefly describe the possessions of the organisation on the bases of its core values, technological intervention and innovation. End the introductory paragraph with the objectives of the portfolio.
3. The main body of the essay is the *Content and Analysis*. It should be supported with applicable theories and concepts to meet the following sub-tasks:
  - a) Analyse SABIC's successful organizational strategies applying the conceptual parameters of: (a) HR Management ; (b) Information Management, (c) Financial Management, and (d) Technological Management.
  - b) Evaluate critically the *strategic formulation* and execution built in SABIC in terms of: (a) vision development and (b) leadership process involvement
  - c) Formulate a tabular strategic option that can supplement the organisation on the aspect of its *business ethics and social responsibilities*. Support it with relevant theoretical citations.
4. Construct a concluding statement to end the essay.
5. Acknowledge the contributors to your work according to Harvard Referencing system. In-text reference is a must aside from the list of references provided at the end of the manuscript to assure consistency.

Structure of this Portfolio: (820 words)

#### I. Introduction: (100 words)

Should include the following:

- Brief overview of the company featured in the video links.
- Objectives of the portfolio (refer to the tasks)

SABIC

#### II. Content and Analysis: (570 words)

Should include the following:

1. Analyses of SABIC's successful organisational strategies applying the conceptual parameters of: (a) HR Management; (b) Information Management, (c) Financial Management, and (d) Technological Management.
2. Critical evaluation of the strategic formulation and execution built at SABIC in terms of: (a) vision development and (b) leadership process involvement
3. Tabular strategic option that can supplement the organisation on the aspect of its business ethics and social responsibilities in Oman.

table?

#### III. Conclusion: (150 words)

15 Marks

This last item is of particular importance; few students seem to understand what it means. If, for example, you allow another student to borrow your work and they subsequently copy some that work and present it as their own, you and they will both be punished even though someone else copied your work.

#### The risks of working with other students

Some assessment tasks are explicitly designed for group work, and it will be made clear that a group answer is expected from you. All other tasks are intended as an assessment of your *individual* comprehension and performance, and group answers are not permitted. In individually assessed forms of assessment your work must be different from that of every other student. Plagiarism can occur in assignments and any examination where the questions are issued to students in advance. In both cases it is possible for you to ask other people about how best to answer the questions or complete the necessary tasks.

You should be aware that *different modules* and subjects may have *different requirements*. In some subjects, answers to questions may, for example, require every student on a module to employ or refer to the same diagram(s), concepts and the like in order to construct an acceptable answer. You should note, however, that even in these circumstances your explanations of what the diagrams mean, and any other writing referring to any common diagrams and concepts should all be *in your own words*. Moreover, the situation may be very different on other modules, where the submission of work that has a very similar structure, or the use of very similar materials such as concepts, diagrams, quotations and the like, to that of another student, may lead to you being accused of plagiarism.

The picture is complicated and, unfortunately, it is not possible to give advice that is directly relevant to every module you study. If you are unsure about how to avoid plagiarism in any specific module, then rather than hoping and guessing, you should ask for guidance from the member of staff who delivers that module.

Our overall advice is straightforward; by all means discuss how best to answer questions or complete tasks with your colleagues, but when it comes to actually writing your answers - **DO IT ALONE!**

#### What happens if you get caught?

Contrary to some student rumors, getting caught and being punished for committing plagiarism is *not* an extremely unusual student offence. The Business School typically uncovers and reports for disciplinary action 25 to 30 students each year for plagiarism.

Examination Boards may punish offending students in any manner that they deem fit. Typical punishments Boards may choose range from reducing grades, making students re-sit modules, through to failing students on a module or an entire award. The University regards this form of cheating as a serious offence. Full details of the range of likely