**The Business Environment**

**Module Information:**

**Module Title:** The Business Environment

**Module Code:** PE7003

**Module Tutor:** Julie Clarke

**Assessment set by:** Julie Clarke

**Academic Year:** 2021-22

**Dates and Mechanisms for Assessment Submission and Feedback:**

**Date of hand out to students: 10-01-22**

**Mechanism to be used to disseminate to students: Electronic copy on VLE**

**Date and Time of Submission by Student: 11.59pm 27-03-22**

**Mechanism for Submission of Work by Student: via Turnitin**

**Date by which Work, Feedback and Marks will be returned to Students: 12.00 25-04-22**

**Mechanism(s) for return of assignment work, feedback and marks to students: viaTurnitin**

**Assignment Brief:**

**Clear statement of the work that students are expected to undertake:**

Choosing an organisation “**NOTTING HILL GENESIS”** -A Housing Association with which you are familiar (ideally the organisation for which you work) and using strategic management and organisational development theories **write a report** that:

* Identifies the ***key factors*** in your organisation’s current operating environment and evaluate their ***impact*** on your chosen organisation;
* Critically ***analyses*** the organisation’s ***current*** strategic position;
* ***Identifies and evaluates*** two strategic options before stating your preferred strategic option:
* Critically analyses the ***key principles of successful*** change programmes that underpin the effective implementation of your chosen strategic option.

**Further Information:**

This assignment assess the whole module. It has been designed to provide you with an opportunity to not only develop your understanding of strategic management and organisational development but also your ability for critical evaluation and report writing. It assesses the following learning outcomes:

1. **Critically apply strategic management and organisational development theories, concepts and techniques in order to determine the future strategic direction of an organisation;**
2. **Critically evaluate and appraise the interaction of strategic and organisational development theories in relation to the creation of successful organisations in complex environments;**
3. **Critically analyse information, identify solutions, demonstrate judgement and communicate findings;**
4. **Demonstrate the capacity for independent, evidence based thinking and decision making.**

**Assessment Criteria/Mark Scheme:**

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**Referencing Style:**

APA 6th edition or **Harvard Northumbria**

**Size of the submission:**

**The word limit for your report is 4,000 words. The word limit can be exceeded by up to 10% without penalty 4,400 words in total. Once the 10% limit has been reached the marker will stop and assess the work marked against the assessment criteria.** Tables and diagrams do not count towards the word limit. However, they need to be used judiciously and not as a mechanism to extend the word limit. By this I mean that tables cannot be created to include text that would normally be outside of a table; tables etc must be integrated into the overall discussion; and they must not be used excessively.

As a guide the word limit should be allocated in your assignment to reflect the weighting in the assessment criteria above.

**Assignment weighting:**

This assignment is worth 100% of the module marks for PE7003

**Academic Integrity Statement**

**Organisation Chosen: “Notting hill Genesis”- A Housing Association in the UK**

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| 1. **Critical analysis of the operating environment of your chosen organisation using appropriate strategic management theory (30%)**
2. **Critical analysis of the organisation’s current strategic position using appropriate strategic management theory (15%);**
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| 1. **Identification and evaluation, using an appropriate model, of two appropriate strategic options. Using the evaluation to justify a final single option choice. (15%);**
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| 1. **Critical analysis of the principles of successful change programmes that underpin effective strategic implementation using appropriate strategic management and organisational development theory to apply the chosen option (30%)**
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| 1. **Well-structured and argued report that shows evidence of wide reading of academic sources (beyond the module paper and core texts) that are integrated into the report and correctly referenced (10%)**
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**Statement:**

You must adhere to the university regulations on academic conduct. Formal inquiry proceedings will be instigated if there is any suspicion of plagiarism or any other form of misconduct in your work. Refer to the University’s Assessment Regulations for Northumbria Awards if you are unclear as to the meaning of these terms. The latest copy is available on the University website.

This is an individual piece of work. Please ensure that you do not work with others and that the work you submit is your own. As a reminder please take note of the University rules on academic misconduct.

**Failure to submit:**

Coursework submitted within 24 hours of the submission deadline without an authorised late approval will be marked but will have 10 marks deducted. Work submitted after 24 hours and without an authorised late approval will result in a mark of zero. Non submission will result in a mark of zero.