

For: ATHE Level 7 Diploma in Strategic Management
ATHE Level 7 Extended Diploma in Strategic Management

Unit 1 Strategic Planning Assignment

Assignment Scenario

In partnership with a colleague, you have successfully secured some initial finance to set up a new business called Vista. Vista aims to develop software programmes and applications to assist people with learning difficulties at work.

At this formation stage of the business, you need to develop a mission, vision, and strategy document to support your planning activities. This will also be used to convey the business's growth plans to other potential investors. This is an exciting opportunity and you are keen to make the most of it.

Task 1

You have obtained an appointment to pitch for additional funding to a leading finance house. As part of developing your approach, you decide to make detailed notes so that you can demonstrate your broad knowledge of the foundations for developing business strategy.

In your notes, you will:

- Explain the relationship between a business mission, vision, strategy, and plans
- Explain how external factors and stakeholder expectations influence organisational strategy

Learning outcomes and assessment criteria

LO1 AC 1.1, 1.3

Task 2

At the first meeting with your new software development team, you want to establish that your employees understand the purpose of a business mission and vision to help them engage with Vista. You decide that it would be useful to use some examples to illustrate how mission and vision statements are used by other organisations that they are familiar with.

Create a document to share with your team which:

- Analyses the mission and vision statements of three named organisations.

Extension activities

To achieve a **Merit**, you must include a further section in the document which evaluates the impact of a named organisation's vision and mission on its strategy.

To achieve a **Distinction**, you must add another section to the document which analyses how external influences affect organisational strategy in a named organisation.

Learning outcomes and assessment criteria

LO1 AC 1.2, 1M1, 1D1

Task 3

At a senior management team meeting you want to emphasise the importance of reviewing Vista's strategy and business plans as this will influence thinking for the business' future direction.

Produce a presentation with accompanying notes for the meeting which:

- Explains the importance of review in developing organisational strategy and business plans
- Evaluates the tools which can be used to review organisational strategy and business plans

During the meeting, the team identified that there are clearly several strategic options to consider at Vista. You offer to develop strategy options for a smaller organisation to illustrate how modelling tools are used. Add a further section to your presentation with accompanying notes to:

- Develop strategy options for a chosen organisation, using modelling tools
- Develop criteria for reviewing the potential strategy options

Extension activities

To achieve a **Merit**, your presentation and notes must also:

- Review the position of an organisation in its current market using appropriate tool
- Apply the criteria you have developed to evaluate the options for delivering the strategic direction of the organisation you have chosen

To achieve a **Distinction**, your presentation and notes must also analyse the competitive strengths and weaknesses of an organisation's current business strategy and business plans.

Learning outcomes and assessment criteria

LO2 AC 2.1, 2.2, 2M1, 2D1

LO3 AC 3.1, 3.2, 3M1

Note: When citing sources of information that you have used, provide a reference using an appropriate format, e.g., Harvard.

Guidelines for assessors

The assignments submitted by learners must achieve the learning outcomes and meet the standards specified by the assessment criteria for the unit. To achieve a merit or distinction grade, the learners must demonstrate that they have achieved all the criteria set for these grades. Where work for the pass standard is marginal, assessors can take account of any extension work completed by the learners. The suggested evidence listed below is how learners can demonstrate that they have met the required standards. The command verbs contained within the AC are highlighted in bold in the suggested evidence boxes.

Task number	LOs and AC	Suggested evidence PASS	Suggested additional evidence MERIT	Suggested additional evidence DISTINCTION
1.	LO1 AC 1.1, 1.3	AC1.1 The learner must give a clear explanation of the terms mission, vision, strategy, and business plans, differentiating between them and explaining their interrelationship. AC1.3 The explanation of the effect of external factors and how changes in the environment impact on organisations must be detailed. Learners must ensure there is a broad range of evidence presented including examples to illustrate the points which are made.		
2.	LO1 AC 1.2 1M1, 1D1	AC1.2 The three organisations used for the analysis of vision and mission statements must be named. The analysis must be detailed with examination of the different points made demonstrating clarity.	1M1 The learner must evaluate the impact of one named organisation's vision and mission on its strategy, giving relevant examples to support the points that are made.	1D1 The learner should provide an analysis of how stakeholder expectations can influence organisational strategic planning looking at the evidence from different perspectives and making valid conclusions.
3	LO2	The learner must produce a presentation and notes.	2M1 The learner must review the position of one	2D1 The learner should analyse the competitive

	<p>AC 2.1, 2.2 2M1, 2D1</p> <p>LO3 AC 3.1, 3.2 3M1</p>	<p>AC2.1 The learner must provide a full explanation of the importance of review in developing organisational strategy and business plans. The explanation must show a comprehensive understanding of the review process and its application.</p> <p>AC2.2 The learner must provide a balanced evaluation of the tools which can be used to review organisational strategy and business plans leading to judgements in their presentation and notes.</p> <p>AC3.1 The learner must develop strategy options for a named organisation, using at least two modelling tools.</p> <p>AC3.2 The learner must develop criteria for reviewing the potential strategy options. There needs to a range of criteria which are specific, enabling a thorough review to take place.</p>	<p>organisation in its current market using appropriate tools to reach clear conclusions.</p> <p>3M1 The learner must use the criteria they have developed in AC3.2 to produce a balanced evaluation of the options, identifying strengths and issues. The modelling tools must be appropriately applied and lead to relevant and feasible options.</p>	<p>strengths and weaknesses of one organisation's current business strategy and business plans to draw relevant conclusions.</p>
--	---	---	---	--