



Business Administration Programmes

Assignment 2

Course: MGMT904 Global Strategy and Leadership

Streams: 200 and 201

Due: 4 pm 30th July 2021 (soft copy submission through Moodle only)

POINTS to NOTE:

1. There are 60 marks for this assignment which is 60% of the final course grade.
 2. The word limit for this assignment is 4,500 words (+/-10%) excluding references and any appendices.
 3. Use Arial or Times New Roman font size 12 and 1.5 line spacing.
 4. A title page and reference list are required.
 5. Ensure you follow academic citation and referencing requirements as failure to do so may invoke penalties. Use APA (7th ed.).
 6. You may submit your assignment once as a draft submission (Moodle/Turnitin) to check similarity prior to making your final submission.
 7. Late submissions incur a 5% penalty (5 marks) for each 24-hour period up to 96 hours (after that time a mark of zero will be recorded).
 8. An extension may be granted if, within the prescribed timeframe, you submit an 'Assignment Extension Application' form with supporting documentation (e.g., a medical certificate) to the BA Office.
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As set out in your Course Outline, this assignment requires you to demonstrate your achievement of the following:

- Formulate broad and robust organisational strategies for a range of organisations through the application of appropriate tools and techniques.
- Display tactical astuteness in adapting strategies and plans in a variety of unpredicted circumstances
- Demonstrate a variety of leadership qualities within complex and multi-faceted case scenarios.

You have been appointed as the General Manager of two strategic business organisations of a multinational enterprise that is operating in two different industries, and two foreign markets.

1. Submit a plan that analyses the competitive environment faced by the two strategic business organisations in their respective industry and foreign market to formulate broad and robust business strategies for the two strategic business organisations.

(20 Marks)

2. The plan should demonstrate tactical astuteness in adapting the strategies for competing under the current unpredictable business environment in each of the industry and foreign market of the strategic business organisations.

(20 Marks)

3. Also, include in the plan the different leadership styles and behaviours you would be adopting in communicating and managing the two strategic business organisations' middle-level and lower-level staff members who will be operating in two culturally different foreign markets with differences in language, cultural preferences, implicit versus explicit styles of communication.

(20 Marks)

You are expected to apply the tools, techniques and concepts covered in your classes and provide sufficient evidence from a range of reliable resources.