

MGT 489; Instructor: Shah Iftekhar Hossain

Project and Project Report Guidelines

The maximum length of final report = 31 pages, minimum length = 26 pages, not including Citations/References/Bibliography, and Table of Content.

Double spaced, 12 point font.

The Project Report will be divided into three parts. Refer to the Course Calendar for the due dates for each part.

Part I (Research and Analyze)

15-page limit. Double-spaced, 12 point font.

Must include the following components in the given order:

- I. History, development, and growth of the company over time (no more than 1 page).
- II. Identification and analysis of company's Internal Environment. [HINT: review textbook Ch. 3]
 - a. Analyze the company's internal resources (Tangible and Intangible).
 - b. Analyze the company's internal capabilities.
- III. Identification and analysis of company's External Environment. [HINT: review textbook Ch. 2]
 - a. Industry Analysis
 - i. Distinctly identify the industry that the assigned company competes in. Explain your conclusion.
 - ii. Competitive Forces Analysis (adapted from Porter's Five Forces Model)
 - iii. Industry Life Cycle Analysis
 - b. Analysis of the macro-environment as related to the applicable industry. You may utilize the PESTLE model if you find it useful.
- IV. SWOT analysis. [HINT: SWOT analysis should be the result of your Internal and External Environment analyses]
- V. Define the company's business (HINT: follow figure 1.6 in the textbook).
- VI. Identification and analysis of the company's distinctive competencies, if any. [HINT: review textbook Ch. 3]
- VII. A summary analysis of the company's financial performance in the previous three years [2014-2017]. This analysis is critically important in forming the recommendations in part II: the company should have access to the necessary capital to pursue your recommended strategies.

- VIII. Answer the question: does your company have a competitive advantage? Explain and defend your conclusion. [HINT: review textbook Ch. 3]
- IX. Identification and analysis of company's current business model. [Hint: follow the Business Model information provided on the instructor website]
- X. Bibliography/Citation List/Reference List. (not included in the 15-page limit) [Hint: follow the APA citation guideline provided on the instructor website]

Part II (Prepare a Strategic Plan for 2019 – 2024)

12-page limit. Double-spaced, 12 point font.

Must include the following components in the given order:

- I. Based on your research and analysis in Part I, develop a set of recommendations to improve the company's profitability, and to create and/or sustain competitive advantage for the next five years [2019-2024]. Explain and defend your decision making in developing these recommendations. These recommendations should take advantage of the strengths and opportunities, address and improve the weaknesses, mitigate the threats, all in the context of the macro environment. Recommendations should be consistent with the stage of the Industry Life Cycle, and the industry macro-environment conditions. The recommendations should take advantage of the company's distinctive competencies (if any); if the company does not possess any distinctive competency, strategy recommendations should focus on the building the distinctive competencies necessary to generate and sustain profitability given industry and macro-environment conditions. The financial analysis performed in part I is important: the company needs to have access to adequate capital to pursue the recommended strategies.
- II. Generate a Corporate-Level strategic plan for the next five years [2019-2024]. Explain and defend your decision making for generating these corporate strategies, especially given your recommendations. [HINT: review textbook Ch. 9 and Ch. 10]
- III. Generate Business-Level strategy for the next five years [2019-2024] to support your Corporate-Level strategies and recommendations. Explain and defend your decision making for generating your Business-Level strategy, especially given your recommendations and Corporate-Level strategies. [HINT: review textbook Ch. 5 and Ch. 6]
- IV. Generate Functional-Level strategies for the next 5 years [2019-2024] to support your Corporate-Level strategy, Business-Level strategy, and recommendations. Explain and defend your decision making for generating these Functional-Level strategies, especially given your recommendations and Corporate-Level strategies and your Business-Level strategy. [HINT: review textbook Ch. 4]
- V. Generate Technology strategies for the next five years [2019-2024] to support your Corporate-Level strategies, Business-Level strategy, Functional-Level strategies, and recommendations. Explain and defend your decision making for generating these strategies, especially given your recommendations and Corporate-Level strategies and your Business-Level strategy. [HINT: review textbook Ch. 7]
- VI. Recommend Global strategies given your strategic plan. Explain how your recommended Global strategies support your recommended strategies above. [HINT: review textbook Ch. 8]

- VII. A revised business model that reflect your recommended strategies.
- VIII. Bibliography/Citation List/Reference List. (not included in the 10-page limit)

Part III (Implement your Strategic Plan)

4-page limit. Double-spaced, 12 point font.

Must include the following components in the given order:

- I. Do you need to change the company's governance to support your strategies in Part II? Explain and defend your decision. [HINT: review textbook Ch. 11]
- II. Recommend a strategic control system given your strategic plan. Provide details. Explain how your strategic control system would support your recommended strategies. [HINT: review textbook Ch. 12]
- III. Does the existing company culture support your recommended strategies? [HINT: review textbook Ch. 12]
 - If yes, explain and defend your conclusion.
 - If no, what do you recommend for the company to revise the culture? Explain and defend your decision.
- IV. Prepare a brief "Ethical Value Proposition" statement for the company employees that is consistent with your recommendations and strategies.
- V. Bibliography/Citation List/Reference List (not included in the 5-page limit).

Final Report

26-31 pages. Double spaced, 12 point font.

The final report is a cohesive amalgamation of the three parts mentioned above. The final report must include the following additional component:

- An Executive Summary. It must be placed at the beginning of the final report. Executive Summary should not exceed 1 page.

GENERAL GUIDELINES

- Approach the Project as if you are an external management consultant for the company. Write the report as if you are presenting it to the senior management of the company.
- Your entire project work must be of professional standard.
- The quality and depth of your research, analysis, critical reasoning, etc. will dictate your grade for the Project Report.
 - The quality of your original work.
 - The quality of your critical thinking, problem-solving, integration, and decision-making skills.
 - Thoughtfulness, Correctness, and Thoroughness of the analysis
 - Fact-based analysis. Support for decision/evaluation statements with proofs.
 - Structure and organization of the report (clarity)
 - Spelling and grammatical errors
 - Quality and applicability of recommendations and the strategic plan.

- The logical flow of information, analysis, and recommendations in the report (findings in part I should strongly influence your recommendations in part II. Recommendations in part II should strongly influence your decisions in part III).
- You must reference/cite your sources of research using the APA format. Failure to reference/cite your sources is academic dishonesty.
- For each part of the project, submit a paper copy and an electronic copy; you must upload the electronic copy in **Turn-It-In**. The electronic copy will be used with anti-plagiarism software. If your submission fails the “originality” threshold (to be set by the instructor) of the anti-plagiarism software, your submission will be refused, and you must rewrite and resubmit within 24 hours.
- Do not copy/paste from other students’ reports or material available on the Internet. I have means to identify “copying” and “pasting.” **Copying and pasting are academic dishonesty.** I am fairly good at identifying “copying and pasting,” and identifying when you are using material from the Internet without properly citing it; if you can find it online, so can I. **Your work will be cross-checked through Turn-It-In** (anti-plagiarism software). **If I and/or anti-plagiarism software detect academic dishonesty, I will give all group members “F” in the course** and may recommend additional disciplinary actions.
- You may use Wikipedia as a source of general information only. **You must not use Wikipedia as a reference.**
- Generally, you **should not use blogs** as sources unless you can establish the blog writer as an expert in your area of research.
- **Do not use glassdoor.com** under any circumstances.
- **Do not use the following sources (and other sites similar¹ to these sources):**
 - essay48.com
 - mbaskool.com
 - blueoceanuniversity.com
 - schoolsolver.com
 - fernfortuniversity.com
 - courseguru.com
 - oppapers.com
 - studymode.com
 - slideshare.net
 - coursehero.com
 - scribd.com
 - answers.yahoo.com
 - answers.com
 - medlibrary.com
 - bignerds.com
 - papercamp.com
 - brainia.com
 - student-papers.com
 - 123helpme.com
 - essayfree.com

¹ Similar sources are any source that contain a depository of student projects and/or are sources where payments provide access to previously completed student deliverables.

- academictermpapers.com
 - essayforme.com
 - essayshark.com
 - ukessays.com
 - studymode.com
 - freecasestudysolutions.com
 - prezi.com
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- Do not rewrite Strategic Management concepts from your textbook. Apply those concepts to analyzing your assigned company, and generating the strategic plans and recommendations.
 - Support your conclusions/recommendations with analysis, critical reasoning, factual data, etc.
 - You must carefully proof-read your documents. Spelling, grammatical, contextual errors, confusing/run-on/contradictory sentences, etc. will diminish the quality of your report, and you will incur penalties.
 - Adhere to the page limit. Failure will result in penalties.
 - Do not resort to filling pages with irrelevant information and graphics. I will penalize you for inappropriate, irrelevant material.
 - Adhere to the Strategic Management concepts discussed in class. For example, if we do not discuss BCG Matrix in class, I do not want to see BCG Matrix analysis in your report.
 - Submit the documents according to the deadlines. Late submissions will be penalized.
 - Carefully review the attached "Project Final Report Scoring" checklist that the instructor will utilize for grading the Final Report.

MGT 489; Fall 2016; Section 4

Project Final Report Scoring

Group _____

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| Executive Summary (Poor, Fair, Good, Excellent) | |
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| History, Development, Growth (Poor, Fair, Good, Excellent) | |
| Internal Environment Analysis (Poor, Fair, Good, Excellent) | |
| External Environment Analysis (Poor, Fair, Good, Excellent) | |
| Industry Identification (Poor, Fair, Good, Excellent) | |
| Competitive Forces Analysis (Poor, Fair, Good, Excellent) | |
| Industry and ILC Analysis (Poor, Fair, Good, Excellent) | |
| Macro Environment Analysis (Poor, Fair, Good, Excellent) | |
| SWOT Analysis (Poor, Fair, Good, Excellent) | |
| Business Definition Analysis (Poor, Fair, Good, Excellent) | |
| Distinctive Competencies Analysis ((Poor, Fair, Good, Excellent) | |
| Financial Performance Analysis (Poor, Fair, Good, Excellent) | |
| Competitive Advantage Analysis (Poor, Fair, Good, Excellent) | |
| Quality of Current Business Model (Poor, Fair, Good, Excellent) | |
| | |
| Recommendations (Poor, Fair, Good, Excellent) | |
| Corporate Strategy Recommendations (Poor, Fair, Good, Excellent) | |
| Business Level Strategy Recommendation (Poor, Fair, Good, Excellent) | |
| Functional Strategy Recommendations (Poor, Fair, Good Excellent) | |
| Technology Strategy Recommendations ((Poor, Fair, Good, Excellent) | |
| Quality of Revised Business Model (Poor, Fair, Good, Excellent) | |
| Degree of consistency of recommendations with analysis (Poor, Fair, Good, Excellent) | |
| | |
| Governance Recommendations (Poor, Fair, Good, Excellent) | |
| Strategic Control System Recommendations (Poor, Fair, Good, Excellent) | |
| Culture Recommendations (Poor, Fair, Good, Excellent) | |
| Global Strategy Recommendations (Poor, Fair, Good, Excellent) | |
| Quality of ethics statement (Poor, Fair, Good, Excellent) | |
| Degree of consistency of recommendations with strategies (Poor, Fair, Good, | |
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| Degree of references in body of report (Poor, Fair, Good, Excellent) | |
| Quality of Bibliography (Poor, Fair, Good, Excellent) | |
| Writing (Poor, Fair, Good, Excellent) | |