

General Guidelines for all CWKS

For any kind of Course works (CWK) in GCU, must contains the following documents & standard structure for the report (check list).

- Front Title Page.
- Tables of Content page (which includes the contents, list of tables & figures).
- An Coursework report (Assignment or essay type) with full part.
- References (for the quoted Literature Review (LR) in the body of the report).
- Annexure (if applicable).

To get good marks kindly follow the below tips:

- ✓ Atleast (minimum) 10 LR or references must be there in one coursework.
- ✓ Don't ever repeat the same in LR instead analysis the author view but write it on your own way.
- ✓ Don't ever forget to mention the name of the author in the body of the report and later in the references in detail in Harvard style only.
- ✓ Before you proceed the work make check list of above structure and in final, check everything is included then, submit as in single file.
- ✓ It's preferable & good to submit the document in pdf format which includes all the check list documents.
- ✓ Regarding the spacing & font kindly follow Dr.Omar's instructions.
- ✓ This CWK1 is asked to submit in essay format hence, LR should be inside of the body of the report & need not to provide separate paragraph titled with LR like other course works.

Guidelines for Strategic Management Course Work 2- AN ESSAY.

This coursework is based on 4 questions.

- A. First of all you need to choose 1 question only, among the 4.
- B. So be clear that, which one you have more interested or you know more on that question you please choose that one for your convenience.
- C. Here I just try to draw a framework for each one of the question but if anything is missing kindly inform everyone & also to me as well.
- D. Its your choice either you write your literature review in separate paragraph or in the body of report on the relevant places.
- E. Here are some conditions on this coursework as follows:
 - 1. It should be a **Construction Organisation** but you can choose at any context i.e. not restricted in Oman or GCC.
 - 2. It should be real company so need to **mention the name** of that construction organization in your report.
 - 3. For first 3 questions the chosen company has to follow a corporate strategy.

1. Introduction: (words not more than 375 to 413)

- 1.1 Write here about the organisation you're focusing and its brief description (not more than 4 to 5 sentences) like located, turnover, company main activities etc... (Mention or not your company's name – your preference)
- 1.2 Here start with the sentence this report further focus on “whatever you have covered in your report just give a short synopsis” (A brief background of your report).

If choose the:

Question 1: **GEOGRAPHICAL DIVERSIFICATION OR INTERNATIONALISATION**

2. Literature Review (LR) & Critical Analysis: (words not more than 1125 to 1238) { which includes the overall LR with the critical discussion of that LR}

(Have to read more related books or articles from online, especially related to the Chosen Question. Its recommended to read from **gcu library** but if not available then go with goggle but shouldn't be fake like Wikipedia...) if you choose to write LR in the whole body of report then it should be quoted on relevant places only...

- On below each part you have to write the literature reviews and mention the authors in paragraph and refer it in the end on the Harvard style. To be clear just follow step by step and do critical on that each LRs.
 - Here first write what is geographical diversification, corporate strategy, strategy framework etc...
 - When you write the LR, discuss it what you mean ex: you agree or disagree with the author's point and also should justify with your strong argument points here which is critical discussion or analysis.
 - For example "geographical diversification is defined that(Kelly, 2000) it is suitable because the companies are diversified by geographically and....."

3. Critical Analysis of internal organisation factors: (words not more than 975 to 1073)

4. Mention that your chosen organization is geographically diversified & justify how & why you say that with the support of LR.
 - Now write if your organization strategy is good or facing problem if so write why you say that.
 - So to discuss on this you need to identify the growth and profitability of the organization due to those strategies.
 - Here if you say that existing strategy is good and successful on base of Resource Bases View (RBV) then explain why & how it is so upon those strategies for this type of companies and then discuss lively.
 - If you say no, on based of (RBV) then explain why & how it is so upon those strategies for this type of companies then discuss with the help of literature reviews and mention the authors in paragraph and refer it in the end on the Harvard style
 - And also analyse the strength & weakness of the organization for the internal analysis part.

(I hope you all have harward referencing file if not check in gcu login –strategic management module – assignments pages where you will get also a coursework coversheet)

If choose the:

Question 2: RELATED DIVERSIFICATION

2. **Literature Review (LR) & Critical Analysis:** (words not more than 1125 to 1238) {which includes the overall LR with the critical discussion of that LR}

(Have to read more related books or articles from online, especially related to the chosen question. Its recommended to read from gcu library but if not available then go with goggle but shouldn't be fake like Wikipedia...) if you choose to write LR in the whole body of report then it should be quoted on relevant places only...

• On below each part you have to write the literature reviews and mention the authors in paragraph and refer it in the end on the Harvard style. To be clear just follow step by step and do critical on that each LRs.

- Here first write what is related diversification, corporate strategy, strategy framework etc...
- When you write the LR, discuss it what you mean ex: you agree or disagree with the author's point and also should justify with your strong argument points here which is critical discussion or analysis.
- For example "Related Diversification is defined that(Kelly, 2000) it is suitable because the companies are diversified by geographically and....."

3. **Critical Analysis of internal organisation factors:** (words not more than 975 to 1073)

- Mention that your chosen organization is Related Diversified, justify how & why you say that with the support of LR.
- Now write if your organization strategy is good or facing problem if so write why you say that. i.e business risk, growth, profit etc..
- So to discuss on this you need to identify the growth and profitability of the organization due to those strategies.
- Here if you say that existing strategy is good and successful on base of Resource Bases View (RBV) then explain why & how it is so upon those strategies for this type of companies and then discuss lively.
- If you say no, on based of (RBV) then explain why & how it is so upon those strategies for this type of companies then discuss with the help of literature reviews and mention the authors in paragraph and refer it in the end on the Harvard style.
- And also analyse the strength & weakness of the organization for the internal analysis part.

(I hope you all have harward referencing file if not check in gcu login –strategic management module – assignments pages where you will get also a coursework coversheet)

If choose the:

Question 3: UNRELATED DIVERSIFICATION

2. Literature Review (LR) & Critical Analysis: (words not more than 1125 to 1238) { which includes the overall LR with the critical discussion of that LR}

(Have to read more related books or articles from online, especially related to the chosen question. Its recommended to read from gcu library but if not available then go with goggle but shouldn't be fake like Wikipedia...) if you choose to write LR in the whole body of report then it should be quoted on relevant places only...

- On below each part you have to write the literature reviews and mention the authors in paragraph and refer it in the end on the Harvard style. To be clear just follow step by step and do critical on that each LRs.
- Here first write what is Unrelated Diversification, corporate strategy, strategy framework etc...
- When you write the LR, discuss it what you mean ex: you agree or disagree with the author's point and also should justify with your strong argument points here which is critical discussion or analysis.
- For example "Unrelated Diversification is defined that(Kelly, 2000) it is suitable because the companies are diversified by geographically and....."

3. Critical Analysis of internal organisation factors: (words not more than 975 to 1073)

- Mention that your chosen organization is unrelated diversified & justify how & why you say that with the support of LR.
- Now write if your organization strategy is good or facing problem if so write why you say that like business risk....
- So to discuss on this you need to identify the growth and profitability of the organization due to those strategies.
- Here if you say that existing strategy is good and successful on base of Resource Bases View (RBV) then explain why & how it is so upon those strategies for this type of companies and then discuss lively.
- If you say no, on based of (RBV) then explain why & how it is so upon those strategies for this type of companies then discuss with the help of literature reviews and mention the authors in paragraph and refer it in the end on the Harvard style.
- And also analyse the strength & weakness of the organization for the internal analysis part.

(I hope you all have harward referencing file, if not check in gcu login –strategic management module – assignments pages where you will get also a coursework coversheet)

If choose the:

Question 4: CHOOSE ANY CONSTRUCTION COMPANY

2. Literature Review (LR) & Critical Analysis: (words not more than 1125 to 1238) { which includes the overall LR with the critical discussion of that LR}

(Have to read more related books or articles from online, especially related to the STRATEGY chosen for your mentioned company, through those **5 generic strategies from any country**. Its recommended to read from gcu library but if not available then go with goggle but shouldn't be fake like Wikipedia...) if you choose to write LR in the whole body of report then it should be quoted on relevant places only...

- On below each part you have to write the literature reviews and mention the authors in paragraph and refer it in the end on the Harvard style. To be clear just follow step by step and do critical on that each LRs.
 - Here first write what is geographical diversification, corporate strategy, strategy framework etc...
 - When you write the LR, discuss it what you mean ex: you agree or disagree with the author's point and also should justify with your strong argument points here which is critical discussion or analysis.
 - For example "..... the chosen strategy is defined that"(Kelly, 2000) it is suitable because the companies areand.....

3. Critical Analysis of internal organisation factors: (words not more than 975 to 1073)

- Mention that your chosen organization is classified under the strategy... & justify how & why you say that with the support of LR.
- Now write if your organization strategy is good or facing problem if so write why you say that.
- So to discuss on this you need to identify the growth and profitability of the organization due to those strategies.
- Here if you say that existing strategy is good and successful on base of Resource Bases View (RBV) then explain why & how it is so upon those strategies for this type of companies and then discuss lively.
- If you say no, on based of (RBV) then explain why & how it is so upon those strategies for this type of companies then discuss with the help of literature reviews and mention the authors in paragraph and refer it in the end on the Harvard style.
- And also analyse the Strength, Weakness, Opportunity and Threats (**SWOT**) of the organization for the internal analysis part.

(I hope you all have harward referencing file if not check in gcu login –strategic management module – assignments pages where you will get also a coursework coversheet)

4. **Recommendations & Conclusions:** (words total not more than 525 to 578)

- (Now from the above analysis have to find for key lessons and also other general recommendations for the industry to come out from the current situation. Kindly refer authors in appropriate places if required).
- Here if you say that existing strategy is good and successful on base of Resource Bases View (RBV) then explain why it is so and recommend those strategies for this type of companies.
- If you say no, on based of (RBV) then recommend the new strategy model for that organization for the successful growth, then analyse with the help of literature reviews and mention the authors in paragraph and refer it in the end on the Harvard style. To be clear just follow step by step

3.1 Now conclude your report with the below points

- Here write your coursework limitations if you have any.
- Here just conclude your report by starting with the word conclude.... With your analysis and suggestion.

References: Don't forget this part need to write your references which you mentioned in the whole report on "**HARVARD STYLE**" only.

CHECK LIST B4 SUBMIT YOUR CW:-

1. Coursework cover sheet which is available in gcu web page.
2. Contents page with list of tables & figures details.
3. Main Body of the report.
4. References.
5. Annexure (if you have used).

Kind Notice:

1. write recommendation and conclusion on your own view points which gains you more credit).
2. Its better to publish the file in pdf and submit as single file.

Dear Brothers & Sisters I have prepared this guidelines as per my understanding 😊 if any mistakes or additions please inform all & me as well, will correct. The words count are my own strategy according to the importance of this coursework weightages on each sections.

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