

# Guidance Sheet

## 1. Second Assignment: Individual Report (Article Review)

The individual report consists of a review of a **journal article** that must be related to topics discussed in class during the second part of the module (i.e., from week 6 onwards). More specifically, students are expected:

- a. To FIND an article in the **popular business press** (examples include Financial Times, Business Week, Wall Street Journal, the Economist, Fortune) that illustrates **one or more of the topics** discussed in class during the SECOND PART of the module. The topics are the following (see also the Table reported in Section 7 for a full list of topics):
  - Business Strategies: Strategies for Competitive Advantage
  - Strategic Positioning and the Scope of the Firm
  - Corporate Strategies 1/3: Vertical Integration, Outsourcing and Strategic Alliances
  - Corporate Strategies 2/3: Managing Group of Businesses: Diversification
  - Corporate Strategies 3/3: Strategies for International Growth
  - Organizational Structure: Elements of Organizational Design
  - Strategy Execution: Corporate Culture and Leadership
- b. To provide a SUMMARY of the article;
- c. To DISCUSS how the article illustrates the topic(s) it relates to.

You must follow the recommended structure below when developing the article review:

- Introduction- Provide a brief overview and an outline of the entire report.
- **Section 1** must contain the **name of the Author, the title of the selected article, and a url** link to the original source of the article;
- **Section 2** provide some background information about the **company** being discussed in the article (**approximately 300-400 words**);
- **Section 3** must contain a **summary of the business case** discussed in the article (**approximately 200-300 words**);
- **Section 4** should be used to link the case to any of the topics discussed in class from week 6 onwards. You are expected here to make explicit and appropriate use of the theory, models, concepts covered in class (**approximately 1000 words**); **LITERATURE REVIEW**
- **Section 5** should be used to provide a **summary of the major findings** arising out of your discussion. You can include in this section your own views and ideas about how the company is, or will be performing in the future; or your opinion about any problems the company may face in order to sustain its competitive advantage over rivals; or any other conclusions in relation to the selected article (**approximately 200-300 words**).

Don't forget to include the **Reference List** at the end of the report (please follow Alphabetical order and Harvard style). Include also any **Appendices** with Tables and/or Figures which should be drawn by the students (do not copy and paste from other sources!). All Tables and Figures must be appropriately **titled, numbered, and described in the text**.

The review should demonstrate your understanding of the key issues discussed in the article and your engagement with the course material (i.e., slides, textbook, examples, videos, and journal articles). There must be evidence that class material is used appropriately to develop the assignment. This means that students must provide evidence that they have read and understood the textbook, the slides, and any other material used in class (academic articles, examples, videos, etc). Students should refer explicitly to these sources in developing their discussion. **Lack of evidence of use of class material will affect negatively the marking criterion “relevance”, and hence will result in a lower grade.** Extra points will also be given to those students showing that they have done extra research on the topic, i.e., by citing additional sources, providing additional examples, etc. This extra work will affect the marking criterion “Originality”