

## **Assignment: Strategic Analysis of a Firm (Presentation)**

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**Course:** BUS 497a

**Title:** Capstone: Strategic Management (3 units)

“The best CEOs I know are teachers, and at the core of what they teach is strategy.”

--Michael Porter (1947-)

“The purpose of a business is to create and keep a customer.”

--Peter Drucker (1909-2005)

### **Goal**

The purposes of this assignment are as follows:

- To analyze a firm and its industry with breadth and depth
- To identify one or more important strategic issues facing the firm
- To draw out ethical issues of importance to this firm and to this industry
- To use skills, knowledge, abilities from this course and prior courses
- To make actionable recommendations to overcome obstacles and leverage opportunities
- To continuously improve the practice of writing in substantive business contexts

### **Instructions**

In general, your task is to give a professional-level presentation that summarizes the work related to the case analysis that your team did for your firm and generate a presentation deliverable. Each person in each team must contribute both to the presentation design and the presentation itself. The presentation deliverable must be printed (no more than two slides per page) and delivered to the instructor at the beginning of class on the due date. The presentation deliverable must also be submitted electronically via email to the instructor no later than 1 hour before the beginning of class on that day.

### **Deliverable**

The due date is listed on the course outline. Before that due date, there should be enough time in or out of class to go over any questions you may have.

### **Length**

The presentation deliverable can be of any length necessary. The presentation is to be no less than 30 minutes and no more than 40 minutes. Teams must use at least two charts or diagrams and at least two tables in their presentation.

## **Scoring**

There will be 100 points allocated for breadth and depth of content. There will be 100 points allocated for presentation technique as well.

## **Content**

The content for the presentation is similar to the content for the written. The main differences are 1), you get to elaborate on the strategic issue(s) of importance, and 2), you need to summarize everything. Summarizing your written work well in a time-restricted presentation is harder than you think.