GROUP AUDIT ASSIGNMENTS - 30% OF YOUR TOTAL GRADE

STRATEGIC MANAGEMENT MAN4720

PLEASE USE ONLY THE CASES FROM THE ASSIGNED TEXT TO COMPLETE THE ASSIGNMENTS.

Do not become overly concerned about the date the case was written. We are focusing on concepts and your ability to use the information provided to conduct your analysis based on the concepts covered in the chapters.

"The strategic decision-making process is put into action through a technique known as the strategic audit. A strategic audit provides a checklist of questions that enables a systematic analysis to be made of the various functions and activities. The strategic audit is a type of management audit and is extremely useful as a diagnostic tool to pinpoint corporate-wide problem areas and to highlight organizational strengths and weaknesses. A strategic audit can help determine why a certain area is creating problems and weaknesses. A Strategic Audit can help determine why a certain area is creating problems for a corporation and to help generate solutions to the problem" (Wheelen and Hunger, pg. 26)

To begin the Strategic Audit, please go through Appendix 1.A on pages 32 – 39. This provides you with the checklist of questions that need to be answered. Chapter 12 outlines "suggestions for Case Analysis".

The audit is quite involved, and everyone has to work together. There has to be communication amongst team members in order that there is consistency and that the audit flows from one section to another and that the audit makes sense.

The audit will be submitted through TURNIT-IN, therefore, I will need to give one or two members of the group access to submit the assignment. Each group should decide on the member/s and let me know.

I am reminding the class, that each audit is a group assignment, for which a group grade is assigned. No individual audit will be accepted. STUDENTS WHO DO NOT PARTICIPATE WILL NOT BE GIVEN A GRADE. The person submitting the audit should send an email to all members in the group, with a copy to me, confirming those who participated.
INSTRUCTIONS

AUDIT 1- DUE SUNDAY, OCTOBER 22, 2017 BY 11:59PM
GROUP AUDIT # 1 - 12% For this audit, you will only complete sections I, II, III, IV and V

Audit due on SUNDAY, OCTOBER 22, 2017 - Please choose one of the following cases for your analysis. Please use only the information that is in the case in the assigned text – there is no need to use the internet or other sources.

Case 7 - Chipotle Mexican Grill: Conscious Capitalism by Servings Food with Integrity
Case 9 – Harley Davidson: An overreliance on Aging Baby Boomers
Case 11 - Pandora Internet Radio (2014): Just Press Play

1. At the end of chapter one (Appendix 1.A) there is an outline to guide you about the information to be covered.

2. There are some questions, in each section. PLEASE DO NOT WRITE THE QUESTIONS, THEN ANSWER - IT IS NOT AN ANSWER AND QUESTION PAPER. Based on the questions that are asked, you will have well developed sentences/paragraphs (not bullet points) to address those areas that are applicable to your case. Please use the headings and sub-headings as identified in Sections 1.A (Pages 32-39)

3. Each section is connected, so there has to be consistency in how the information is presented. For example you cannot complete your Analysis of Strategic Factors before assessing the previous sections.

For this audit, you will only complete sections I, II, III, IV and V

The Current situation – Section I Corporate governance – Section II
External Environment - Section III

Internal environment - Section IV Analysis of Strategic Factors – Section V

If financial statements are given, then you are expected to analyze those statements.
AUDIT 2  DUE Wednesday, November 29, 2017  BY 11:59PM - 18%

GROUP AUDIT # 2 – 18%. For this audit, you will complete all sections (sections 1, II, III, IV, V, VI, VII, VIII)

Audit due on November 29, 2017 - Please choose one of the following cases for your analysis. Please use only the information that is in the case in assigned text – there is no need to use the internet or other sources.

Case 16 - Town Sports International Holdings, Inc
Case 22 - Sonic Restaurants Does Its Drive-Inn Business Model Limit Future Growth Potential?
Case 29 - Staples: The Fierce Battle Between Brick and Mortar vs Online Sales

For this assignment, you will complete all sections (sections 1, II, III, IV, V, VI, VII, VII)

1. At the end of chapter one (Appendix 1.A) there is an outline to guide you about the information to be covered.

2. There are some questions, in each section. PLEASE DO NOT WRITE THE QUESTIONS, THEN ANSWER - IT IS NOT AN ANSWER AND QUESTION PAPER. Based on the questions that are asked, you will have well developed sentences/paragraphs (not bullet points) to address those areas that are applicable to your case. Please use the headings and subheadings as identified in Appendix 1.A (Pg 32-39)

3. Each section is connected, so there has to be consistency in how the information is presented. For example you cannot complete your Strategic alternatives before assessing the previous sections. So you will begin by analyzing the Current situation, Corporate governance, External environment, internal environment, Analysis of Strategic Factors). If financial statements are given, then you are expected to analyze those statements. Sections 1, II, III, IV, and V

4. After assessing those sections mentioned above, then based on your findings, you will suggest/present your strategic alternatives. Section VI

5. Based on the strategic alternatives suggested, you will recommend strategies. Section VI

6. Based on those recommended strategies, you will suggest how those strategies will be implemented. Section VII

7. Based on what will be implemented, you will identify how these will be evaluated and the controls to put in place. Section VIII