

## HI6006 Student Assessment Details

### Assessment 1: Individual Assignment – 20 marks – week 5

Assessment 1 Criteria	Length and Marks	Marks	Criteria
1. Individual Assignment Write an essay of explaining the main strategy development tools and how they are used	1200 words; 20 Marks Individual	20	Comprehensive discussion of at least 3 of the following: PESTEL, 5F, RBV, PROFIT, I/O, SWOT, and CIA with academic references and practical examples

Write an essay of explaining what the main strategy development tools are and how they are used in business.

Your essay must contain a comprehensive discussion of at least 3 of the following: PESTEL, Five Forces, Resource-Based View, PROFIT, Input/Output, SWOT Analysis (you may include Cross Impact Analysis) with reference to academic journals and practical examples from industry.

Be sure to use paragraphing. In this essay, sub-headings are permitted.

Be sure to reference your sources in-text and provide a list of references in Harvard style.

Please type in Times New Roman 12 point with 1.5 line spacing and page numbers.

Ensure your Student Number and Name appears on the Cover Sheet.

Your final submission is due Friday of week 5 at midnight.

Discussion of Strategy Tools (any 3)	(at least 3 of the following – up to 4 marks each)
PESTEL	0, 1, 2, 3, 4
Five Forces	0, 1, 2, 3, 4
Resource-Based View	0, 1, 2, 3, 4
PROFIT (may include VRHN)	0, 1, 2, 3, 4
Input-Output	0, 1, 2, 3, 4
SWOT (may include CIA)	0, 1, 2, 3, 4
Essay Format	0, 1, 2, or 3
Referencing (in-text and list)	0, 1, 2, or 3
TOTAL ( /20)	

**HI6006  
Assessment 1  
Marking  
Guide  
20 marks;  
week 5**