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**College of Administrative and Financial Sciences**

**Assignment 1**

**Deadline: 19/10/2019 @ 23:59**

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| --- | --- |
| Course Name: **Strategic Management** | Student’s Name: |
| Course Code: **MGT 401** | Student’s ID Number: |
| Semester: **I** | CRN: |
| Academic Year: **1440/1441 H** | |

**For Instructor’s Use only**

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| --- | --- |
| Instructor’s Name: | |
| Students’ Grade: Marks Obtained/Out of | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

**Learning outcomes:**

**1.** Understand the basic concepts and terminology used in Strategic Management. (Lo 1.2)

**2**. Understand the Corporation Social Responsibility (Lo 1.4).

**3**. Understand issues related to strategic competitive advantage in organizations (Lo 2.2)

**Assignment Questions: (5 Marks)**

**Question 1. *(2 marks)***

Discuss the relationship between the social responsibility of a corporation and its competitive advantage. Enrich your answer by examples. *(Max 700 words).*

*(Your answers should include outside references (other than the slides and textbook) using a proper referencing style (APA). Using references from SDL will be highly valued.*

**Question 2. *(3 marks)***

To prepare for this assignment, review **Figure 4.3** entitled ‘***forces driving industry competition’*** from your textbook (Figure 4.2- Ch4- Slide no 18) and the text relative to Porter’s Five Forces of Competition framework. Consider the role of the following key forces of suppliers, substitutes, buyers, and potential entrants.

Select a Middle Eastern company of your choosing and assess the power of each of five forces on that firm:

1. How powerful are the **buyers**, **suppliers**, and **substitutes**? How formidable are the **barriers to entry** and how intense is the **rivalry among existing firms**? *(2 marks)*
2. Which of the forces has the biggest impact on the firm? Why? *(1 mark)*

**Answers:**

**Question 1.**

**Question 2.**