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| **Kingdom of Saudi Arabia**  **Ministry of Education**  **Saudi Electronic University** | A picture containing text, outdoor, sign  Description automatically generated | **المملكة العربية السعودية**  **وزارة التعليم**  **الجامعة السعودية الإلكترونية** |

**College of Administrative and Financial Sciences**

**Assignment 2**

**Strategic Management (MGT 401)**

**Due Date: 12/11/2022 @ 23:59**

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| Course Name: **Strategic Management** | Student’s Name: |
| Course Code: **MGT 401** | Student’s ID Number: |
| Semester: **1** | CRN: |
| Academic Year:**2022-23-1st** | |
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**For Instructor’s Use only**

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| Instructor’s Name: | |
| Students’ Grade: /**15** | Level of Marks: High/Middle/Low |

**General 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:**

* Distinguish between different types and levels of strategy and strategy implementation environment of hypothetical and real-world organizations. *(CLO3)*
* Gain insights into the strategy-making processes of different types of organizations *(CLO4)*
* Understand the contribution of various functional areas e.g. production, marketing, purchasing, and supply management to the overall well-being of the organization. *(CLO5)*
* Understand issues related to strategic competitive advantage in diversified organizations *(CLO6)*

**This assignment includes 2 sections:**

1. **Case study**

**Assignment Question(s):**

Read carefully the mini **case No 18** from your **textbook** (*entitled ‘****Tesla Motors Inc.)*** and briefly answer the following questions: (*1 mark for each question)*

1. What is the **competitive strategy** used by Tesla Motors company?
2. Use the **five forces of the M. Porter matrix** to describe the industry that “Tesla Motors” belongs to.
3. Describe the different **functional strategies** of the Tesla Motors company.
4. Describe the relationship of Tesla Motors with its **primary stakeholders**.
5. Describe **the market position** of Tesla Motors.
6. Describe the **core competency** of Tesla Motors.
7. Describe any **strategic alliance** (acquisition, outsourcing, joint venture, ….) used by Tesla Motors? Was it successful? justify.
8. What are the **main challenges** that Tesla Motors faced?
9. **Assess the competitive advantage** of Tesla Motors in its market.
10. Recommend **solutions** for Tesla Motors **to improve its competitive advantage**.
11. **Mini-project**

From real national/international market, choose an example of acquisition and answer the following questions: *(1 mark each question)*

1. Briefly introduce your chosen firms, and partners of the acquisition (industry, nationality, size, market position…). *Max 100 words*
2. Explain the different reasons for this acquisition.
3. What is the method used by the acquiring firm to manage its culture after acquisition? underline the pros and cons of this method.
4. Is this acquisition successful? Justify.
5. Give three challenges that can face a firm that uses an acquisition strategy.

*Good Luck*

**Answers**

1. **Case Study**

**1.**

**2.**

**…**

1. **Mini project**