**Individual Briefing Note Contributing 40% of the total marks for the module.**

Assignment Content

For this assignment, you must choose one of the 8 topics listed below and write a briefing note. This briefing note should give an overview and critical evaluation of the topic and its relevance to organisations and business strategy.

The briefing note should comply with the guidelines “***How to Structure a Report***” – you will find a copy of these guidelines in the “6. Helpful Additional Materials” folder

**The topics to choose are the following:**

1. Porter’s 5 Forces Model
2. Porter’s Value Chain analysis
3. Porter’s Generic Strategies analysis
4. The Strategic Gap
5. Blue Ocean Strategy
6. Scenario Planning
7. Balance Scorecard
8. Managing Across Borders

The briefing note should be 1500 words (+/-25%) in Times Roman 12 point with a 1” margins and double-spaced lines.

**Key Requirements:**

1. Use the structure guide to set out the report.

**Submission Deadline:**

**Submission to MyAberdeen by Saturday 1 February at 11.59PM (Qatar time)**