\*Complete a written research report with a minimum of 4000 words and maximum of 4200 words.\* Students must use cognitive skills of analysis, synthesis, evaluation, and application. They must demonstrate research skills, and adopt a relevant research methodology, drawing on a range of sources, and employing different information search strategies, enabling them to arrive at valid and reliable research conclusions. This will assess their ability to demonstrate written communications skills and analyse corporate strategy and management theory, applying appropriate concepts to financial services organisations within the changing business environment. Both summative and formative feedback will be provided.