**MGT382 202075A Additional Assignment**

**Due date: 23rd December 2020**

**Length:** 2,500 Words

**Submit by email to:** [**edunlop@csu.edu.au**](mailto:edunlop@csu.edu.au)(include your name and student number, and also ‘MGT382 Additional Assignment’ in the subject of the email)

**Task**

**Read the case study ‘TOMS Shoes in 2016: An Ongoing Dedication to Social Responsibility’, on pages 360-367 of Gamble, Peteraf and Thompson (2019) – MGT382 textbook.**

Answer the following questions:

1. What are the key elements of TOMS shoes’ competitive strategy? Which of the Five Generic Competitive Strategies do you think they are pursuing? Explain.
2. Explain the types of corporate social responsibility activities that TOMS shoes is committed to doing.
3. Conduct a SWOT analysis for TOMS shoes.
4. What strategic issues should TOMS shoes’ management and investors be most concerned with? Are there possible improvements to its competitive strategy? Are there internal weaknesses or external threats to its well-being that must be addressed?

You must use information sources to support your discussion, such as websites, the MGT382 textbook, journal articles, and books. Each information source used must be referenced correctly in the body of the paper, and in a reference list.

**This assignment covers multiple chapters from the MGT382 textbook, including chapters 3, 4, 5 and 9.**

**Requirements**

* This assignment is to be completed in report format. Include a cover page, table of contents, introduction, body paragraphs, conclusion and reference list.
* Include your name and CSU student number in the header of each page.

**Reference requirements**

• Use a minimum of 10 reference sources

• ALL texts must be of academic standard, such as a journal article, text book, text book chapter or conference paper proceeding. Assess the quality of content in web sources very carefully. In general, website references are unlikely to provide reliable, researched information suitable for this task.

• Do not reference Wikipedia as this is an unreliable source.

• Use in-text citations to identify other people’s ideas and words. These in-text citations must follow the APA (6th ed.) referencing style.

• Quotes must be in quotation marks and the in-text citation must include the page number.

• The assessment task should be your own original work. This assessment task will be put through TurnItIn to identify plagiarism.

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| **Criteria** | **High Distinction (HD), Distinction**  **(DI), Credit (CR) and Pass (PS)** | **Fail (FL)** |
| **Sources of information are credible, acknowledged, traceable and the student's own work.** | At least ten (10) in-text citations and a reference list to verifiable, credible, and traceable English sources in the body of the report. | The report does not include at least ten (10) in-text citations and a reference list of traceable, credible English sources in the body of the report. **This assessment will not be read and will receive 0 marks.** |

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| Criterion | Mark | HD  85-100% | DI 75-84% | CR 65-74% | PS 50-64% | FL 0-49% |
| Question 1.  Discussion of 5 generic competitive strategies and key elements of TOMS shoes’ competitive strategy 8 marks |  | Theory is well organised and clearly defined and discussed. Demonstrates clear understanding of the five generic competitive strategies. Shows extensive research and critical consideration of the competitive strategy of TOMS shoes. | Comprehensive explanation of concepts. Some personal synthesis of the information being examined is evident. Some demonstration of an understanding of the competitive strategy of TOMS shoes. | A good discussion of the five generic competitive strategies, particularly the strategy of TOMS shoes. Discussion was back up by sufficient research. | A reasonably balanced but limited summary of the competitive strategy of TOMS shoes.  Discussion was superficial or vague. | Theory is not clearly defined  or described, and shows weak understanding of the five generic |
| Question 2.  Discussion of CSR activities undertaken by TOMS shoes 8 marks |  | Theory is well organised and clearly defined and discussed. Demonstrates clear understanding of CSR and ability to identify CSR activities of TOMS shoes | Comprehensive explanation of concept of CSR. Some personal synthesis of the information being examined is evident. Demonstrates ability to identify CSR activities of TOMS shoes. | A good discussion of the concept of CSR, and ability to identify CSR activities used by TOMS shoes. | A reasonably balanced but limited summary of the concept of CSR, and basic ability to identify the CSR activities of TOMS shoes.  Discussion was superficial or vague. | Did not discuss the concept of CSR or identify CSR activities of TOMS shoes |
| Question 3.  SWOT analysis of TOMS shoes 8 marks |  | SWOT is comprehensive and accurately identifies and discusses points for each section of the SWOT | SWOT is very good and correctly identifies and discusses points for each section of the SWOT | SWOT is good and mostly identifies and discusses points for each section of the SWOT correctly | SWOT is basic, maybe a few mistakes in identifying and discussing points for each section of SWOT | SWOT is poor or missing. Does not correctly identify points for each part of SWOT. |
| Question 4.  Discussion of strategic issues and recommendations  10 marks |  | Superior discussion of strategic issues and recommendations are appropriate and justified | Comprehensive discussion of strategic issues and recommendations are appropriate and justified | A good discussion of strategic issues and recommendations are mostly appropriate and justified | A basic discussion of strategic issues, and recommendations are mostly appropriate but may be lacking justification | Discussion of strategic issues and recommendations is poor or missing. |
| Formatting, introduction and conclusion  6 marks |  | Professional standard of presentation, good layout and use of headings. Includes superior introduction and conclusion | High quality standard of presentation. Appropriate use of heading and sub-headings. Introduction and conclusion are clear and specific | Good standard of presentation, including the use of appropriate headings and sub-headings.  Introduction and conclusion are appropriate | Average standard of presentation, limited use of appropriate headings. Introduction and conclusion are provided but are generic or not specific to the assignment question. | Limited use of formatting such as headings. Missing intro and/or conclusion |
| **Academic writing**  **(including grammar,**  **spelling & punctuation) and referencing.**  **10 marks** |  | Written material is presented with no spelling, grammatical, or punctuation errors AND referencing demonstrates academic integrity.  All sources are traceable and  acknowledged with in-text citations and a reference list entry which is formatted consistently in APA6th ed. style. **The URL is provided for online sources.** | Written material is presented with minor spelling, grammatical, or punctuation errors AND referencing demonstrates academic integrity.  All sources are traceable and  acknowledged with in-text citations and a reference list entry which is formatted consistently, although there are a few minor errors in APA 6th ed. style. **The URL is provided for online sources.** | Written material is  presented with some spelling, grammatical, or  punctuation errors however they do not affect meaning AND referencing demonstrates academic integrity.  All sources are traceable and acknowledged with  in-text citations and a reference list entry which is formatted  consistently, although there are frequent minor  errors in APA 6th ed. style. **The URL is provided for online sources.** | Written material is presented with frequent spelling, grammatical, or punctuation errors that have some effect on meaning AND referencing demonstrates academic integrity.  All sources are traceable and acknowledged with  in-text citations and a reference list entry which is formatted in APA 6th ed. style but contain frequent errors. **The URL is provided for online sources.** | Written material is presented  with frequent spelling,  grammatical, and punctuation errors that affect meaning AND referencing demonstrates lapses in academic integrity.  Sources are not always  Acknowledged with in-text  citations and/or a reference list entry; and/or formatting is not at all consistent with APA 6th ed. style; and/or formatting errors impact the traceability of the source. |
| Total 50 marks |  | Comments: | | | | |