**Contribution to final grade: 20%**

The purpose of this assessment is to provide students with the opportunity to apply the theory and concepts learned during the course to a real-world situation to facilitate a higher level of learning.

This Assessment is divided into 2 parts:

|  |  |  |
| --- | --- | --- |
|  | **Learning Assessment 6a: Strategy Planning Meeting** | **Learning Assessment 6b: Strategy Meeting Report** |
| Contribution to final grade: | 15% | 5% |
| Due: | \_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Hand-in: | No hand-in required | Submission to eLearn |
| Requirements | Attend project tutorial (mandatory)  Location: CE227  Attend Strategy Planning meeting  Location: CE343 | Template provided on eLearn |
| For team members: | Failure to attend the project tutorial will result in 10% deduction from this assessment.  Failure to attend the meeting will result in a grade of 0 for this assessment. | N/A |

**For LA#6a**

In teams of up to 4, choose a small tourism company/organization (5-15 employees), conduct research, develop a strategic plan and facilitate a 45-minute strategic planning meeting/working session with the instructor.

*(Note: Details for this part of the assignment have not been included)*

**For LA#6b**

**Requirements**

After the meeting, each team member will prepare and submit a meeting report that addresses the following questions:

1. Based on what was discussed during the meeting, identify 4 or 5 things that need to be changed in the strategic plan to improve it and describe the change that you would make. For each item, explain how or why its inclusion will improve the strategic plan.
2. Describe 3 things you learnt about the strategic management process from the work that your team undertook. Explain the significance of what you learned, i.e. why is it important?
3. Explain one thing you learnt about strategic management during the meeting.
4. Describe 3 ways that you will apply the strategic management concepts to your life – school, career, personal, etc.

**Technical Specifications**

* Maximum length: 3 pages. Use the template provided (available on Moodle)
* Title page not required.
* Font size: 12pt, Word default margins
* Upload to Moodle
* Single spacing
* Professional standards
  + Sentences are well constructed.
  + Page numbers are used
  + Contractions are not used, e.g. “don’t”, “aren’t”

**Evaluation Criteria:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Level of Mastery** | **Level 1**  A limited mastery of knowledge and skills: below basic expectations. | | | | | | **Level 2**  A partial mastery with limited to basic performance. | | | **Level 3**  A solid consistent performance; demonstrated competency of knowledge and skills. | | | **Level 4**  A superior, consistent performance; beyond expectations. | | |
|  | Major improvement needed | | | | | | Some improvement needed | | | Minor improvement needed | | | No improvement needed | | |
| **Content  (90%)** | Most questions have not been adequately addressed. | | | | | | Several of the questions have been addressed in a manner that demonstrates an understanding of course concepts and terminology. | | | Most of the questions have been addressed in a manner that demonstrates an understanding of course concepts and terminology. | | | All questions have been addressed in a manner that demonstrates an understanding of course concepts and terminology.  Evidence of insightful thinking. | | |
| **Score:** | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 6.5 | 7 | 7.5 | 8 | 8.5 | 9 | 9.5 | 10 |
| **Writing Skills  (5%)** | Significant and many grammatical, spelling and punctuation errors. | | | | | | Writing skills are below the expected level as reflected in many grammatical, spelling and punctuation errors. | | | Writing contains minor grammatical, spelling and punctuation errors. | | | Writing is free of grammatical, spelling and punctuation errors. | | |
| **Score:** | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 6.5 | 7 | 7.5 | 8 | 8.5 | 9 | 9.5 | 10 |
| **Assessment Submission**  **(5%)** | Technical requirements not met. | | | | | | Many technical requirements not met. | | | Most technical requirements have been met. | | | All technical requirements have been met. | | |
| **Score:** | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 6.5 | 7 | 7.5 | 8 | 8.5 | 9 | 9.5 | 10 |