

Assessment Brief

Module: Global Supply Chain and Logistics Management

Assessment Title: Strategic Analysis of a Global Supply Chain in a Multinational Corporation

Type: Individual Coursework Report

Weighting: 100% of Final Grade

Word Count: 1,200 words ($\pm 10\%$)

Submission Format: PDF/Word via LMS

Assessment Overview

You are required to write an **individual 1,200-word report** analyzing the global supply chain strategy of a multinational company. The report should include a detailed evaluation of the company's supply chain and logistics decisions, focusing on their operational efficiency and global competitiveness. Provide recommendations for optimizing its supply chain to meet market demands more effectively.

Assessment Aim

To apply global supply chain and logistics management concepts in evaluating the strategies of multinational firms and offer practical improvements.

Learning Outcomes Assessed

- Analyze supply chain complexities and global logistics networks.
- Apply strategic supply chain models to real business contexts.
- Illustrate the link between logistics decisions and performance.
- Determine strategies for optimizing supply chain functions.

Structure & Guidelines

1. Title Page
2. Executive Summary (100–150 words)
3. Introduction
4. Company Overview & Supply Chain Description
5. Supply Chain Strategy & Analysis
6. Recommendations for Optimization
7. Conclusion
8. References (Harvard style)

Action Verbs to Guide Work

Analyze | Apply | Determine | Illustrate | Present | Demonstrate

Assessment Criteria & Weighting

| Criteria | Weight |
|--------------------------------------|--------|
| Application of Supply Chain Concepts | 25% |
| Analysis of Logistics Decisions | 25% |
| Evaluation and Recommendations | 20% |
| Case Study / Real-World Application | 15% |
| Structure, Clarity, and Presentation | 10% |

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|------------------------------|----|
| Referencing and Research Use | 5% |
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Academic Integrity

All submissions must be original and referenced appropriately. Any form of academic misconduct will be penalized according to university policies.

Submission Policy

- **Penalty:** 5% deduction per day (max 5 days).
- **Beyond 5 days:** Automatic **0%** unless extension granted.

Feedback

Written feedback will be provided within **15 working days** of submission.