

GROUP AUDIT ASSIGNMENTS - 30% OF YOUR TOTAL GRADE

PLEASE USE ONLY THE CASES FROM THE ASSIGNED TEXT TO COMPLETE THE ASSIGNMENTS.

Do not become overly concerned about the date the case was written. We are focusing on concepts and your ability to use the information provided to conduct your analysis based on the concepts covered in the chapters.

"The strategic decision-making process is put into action through a technique known as the strategic audit. A strategic audit provides a checklist of questions that enables a systematic analysis to be made of the various functions and activities. The strategic audit is a type of management audit and is extremely useful as a diagnostic tool to pinpoint corporate-wide problem areas and to highlight organizational strengths and weaknesses. A strategic audit can help determine why a certain area is creating problems and weaknesses. A Strategic Audit can help determine why a certain area is creating area is creating problems for a corporation and to help generate solutions to the problem" (Wheelen and Hunger, pg 28)

To begin the Strategic Audit, please go through Appendix 1.A on page 34 – This provides you with the checklist of questions that need to be answered. Chapter 12 outlines "suggestions for Case Analysis". There is also an example of a completed audit in Appendix 12.C on page 383.

When completing the audit, the following steps must be taken:

1. At the end of chapter one (Appendix 1.A) there is an outline to guide you about the information to be covered.
2. There are some questions, in each section. **PLEASE DO NOT WRITE THE QUESTIONS, THEN ANSWER - IT IS NOT AN ANSWER AND QUESTION PAPER.** Based on the questions that are asked, you will have well developed sentences/paragraphs (**not** bullet points) to address those areas **that are applicable to your case.**
3. Each section is connected, so there has to be consistency in how the information is presented. For example you cannot complete your Strategic alternatives before assessing the previous sections. So you will begin by analyzing the Current situation, Corporate governance, External environment, internal environment, Analysis of Strategic Factors). If financial statements are given, then you are expected to analyze those statements.
4. After assessing those sections mentioned above, then based on your findings, you will suggest/present your strategic alternatives.
5. Based on the strategic alternatives suggested, you will recommend strategies.
6. Based on those recommended strategies, you will suggest how those strategies will be implemented.
7. Based on what will be implemented, you will identify how these will be evaluated and the controls to put in place.

So this audit is quite involved, and everyone has to work together. There has to be communication amongst team members in order that there is consistency and that the audit flows from one section to another and that the audit makes sense.

The audit will be submitted through TURNIT-IN, therefore, I will need to give one or two members of the group access to submit the assignment. Each group should decide on the member/s and let me know.

I am reminding the class, that this is a group audit, for which a group grade is assigned. **STUDENTS WHO DO NOT PARTICIPATE WILL NOT BE GIVEN A GRADE.** The person submitting the audit should send an email to all members in the group, with a copy to me, confirming those who participated.

THESE ARE GROUP ASSIGNMENTS. NO INDIVIDUAL AUDIT WILL BE ACCEPTED. NO GRADE WILL BE GIVEN TO STUDENTS WHO DO NOT CONTRIBUTE TO THE AUDIT.

AUDIT # 1 - 15%

Audit due on **March 23, 2014** - Please use the case that is in the assigned text – there is no need to use the internet or other sources.

- Google Inc. (2010): The Future of the Internet Search Engine - Case 12

AUDIT # 2 – 15%

Audit due on **April 14, 2014** - Please use the case that is in the assigned text – there is no need to use the internet or other sources.

Harley Davidson - Case 19

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