Assignments and Assessment Items

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1. Assessment Task 1 - Individual Authentic Learning Case-Study Assignment (1200w

Individual Authentic Learning Case-Study Assignment 1200 words

Topic:

Discuss the decision made by Tesla to manufacture motor vehicles in China. Provide a background to
study discussing the rise of Tesla and issues the company has faced. Provide an external environmen
analysis of the political, economic, social and technological forces affecting Tesla in China.

Purpose

The purpose of Assessment Task 1 is to undertake a strategic analysis that involves three sections:

1)   Background to the study including a brief history of Tesla;

2)   A discussion of the challenges faced by Tesla since its founding by Elon Musk;

3)   An external environmental analysis of the political, economic, social and technological forces affecting Tesla i

All three sections of this assessment task must have references to the strategic management academic literature
reviewed journals.

There must be at least three references to the Subject's core text.

General rules:

1. Students must demonstrate an engagement with the Body of Knowledge. This is demonstrated through the a
   of at least one relevant reference per 150 words, or a minimum of eight (8) references in total.
2. No article may be referenced more than twice;
3. The submission must have an introduction, a main body, a conclusion and a bibliography. Headings and sub
   may be used.
4. All three sections of this assessment task must have references to the strategic management academic litera
   peer reviewed journals.
5. The item must conform with the following formatting guidelines. Marks cannot be awarded where the author
   message is lost through non-compliant formatting or language:

Font 12point Callibri

Line spacing 1.5

Fully justified margins

One full return between paragraphs

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