

990

Insurance corporate management

Coursework – assignment 2

Submission Rules

Before commencing work you need to fully familiarise yourself with the '[Candidate coursework assessment guidelines and instructions](#)', including:

- Maximum word limit for assignments
- Font type and size to be used in your assignments
- Rules relating to referencing third party work
- Penalties for contravention of the rules relating to plagiarism and collaboration
- Deadline for submission of coursework assignments
- Outline of the marking criteria applied by assessors to submitted assignments

Important notes

Ensure that you have:

- Answered **all** parts of the question in sufficient depth
- Answered the precise question as worded – marks will not be awarded for irrelevant material
- Correctly referenced **all** sources shown on the reference list in your answer
- Checked your word count to ensure it is not too low as this might indicate that you are not answering in sufficient depth and will affect the marks allocated for components in the mark-grid. A word count that is too high may lead to lack of focus
- Reread your answer to ensure your description of the context is not too long as marks are only allocated for answering the question
- Reread your answer to ensure it is logically structured and that you have added value by making sufficient conclusions and recommendations

Failure to follow the guidance and instructions could result in you failing this unit

Assignment 2

Using Porter's Five Forces, a strategic planning tool, analyse the state of competition in the market in which an insurance organisation with which you are familiar operates. Explain the reasons for including each of the factors that you have chosen.

Based on your analysis above, identify the key competencies necessary for the organisation to succeed in this competitive market and your rationale for including these.