**Module 1 - SLP**

**STRATEGIC MANAGEMENT PROCESS/VISION, MISSION, GOALS AND OBJECTIVES**

**Introduction:**

The MGT599 Session Long Project is designed to work in parallel with the Case Assignments, which build on each other module by module.

After completing the Module 1 Case Assignment, where you critically evaluated the vision, values, mission statement, and goals/objectives of PepsiCo, and wrote a 6- to 7-page paper addressing the five steps outlined in the Case Assignment instructions, complete the following SLP assignment.

**Assignment Instructions:**

Write a 3- to 4-page paper comparing Pepsico as you characterized it in your Case Assignment to an organization you are a part of, or an organization you know well. You have broad flexibility for this assignment. You can write about an organization you work in now or worked in previously, an organization you are familiar with, or an organization you are interested in. Military units are excellent examples of organizations, and are perfectly acceptable for this assignment, as well.

**Assignment Components:**

1. Compare and apply Pepsico’s vision, mission, values, and goals (based on Step 1 in the Module 1 Case Assignment) to the organization you chose for this assignment.
2. Based on your critical evaluation of Pepsico’s mission, vision, values, and goals (Step 2 in the Module 1 Case Assignment), compare and apply your conclusions to the organization you chose for this assignment, writing specifically about how your organization, in your opinion, compares with Pepsico.
3. Based on your consideration of changes and needed improvements (from Step 4 in the Module 1 Case Assignment), perform a similar analysis of your chosen organization, comparing the two organizations and determining which one needs more changes.
4. To round out this assignment, write a section that explores the key differences in the vision, mission, values, and goals of Pepsico and the organization you chose for this assignment, discussing what each organization can learn from the other.

**Note on Style:**

While you should use proper structure and formatting for this assignment as in all assignments, this SLP can be more journalistic in approach and style. While the Case Assignment required a specific business structure, the SLP is simply a narrative-style application and comparison of what you learned in the Case Assignment to the organization you chose for this assignment.