

BACKGROUND INFORMATION:

Welcome to the final reading task for this course.

In the attached document, you will find a detailed article titled, 'How Competitive Forces Shape Strategy' which is about business and competition. It was written in 1979 by Michael Porter and it is now part of every business programme the world over. The concepts and ideas in this article are so crucial for anyone in business, or anyone interested in business and economics, as they influence every country's society. The ideas put forward herein have become known as 'Porter's 5 Forces'.

This task is different. You do not have to read this article to understand it fully and answer questions about it.

Instead, you must read this article and think about what strategies would be useful for learning this content.

TASK INFO:

Imagine that you are a business student. In 4 weeks, you will have an exam testing your knowledge on this article.

In the exam, you will need to:

- Answer short questions about the article
- Describe Porter's 5 Forces
- Give examples of businesses impacted by competition (as in the article)
- Define key terms
- Apply the concepts of competition to a new company

In order to do this, you need to be able to:

- Understand all of the language (vocabulary)
- Produce the language relevant to this topic area
- Recall key definitions and information
- Comprehend complex ideas
- Make connections between key ideas
- Explain complex ideas in a more simplistic form

YOUR TASK:

Create a 4-week study plan for this article using the strategies from this course.

**Remember: You are not actually taking an exam. You are not being tested on this article.*

This is an assessment of your learning on this course. And there are no wrong answers.

In the registration form for the webinar, there will be a section allocated to allow you to upload your study plan. This will be reviewed by Niamh before the webinar.

POSSIBLE THINGS TO INCLUDE:

- Study timetable
- Location timetable (where to study)
- Vocabulary worksheets
- Delayed Spaced Repetition
- Concept Maps
- 3R (Read, Recite, Review)
- MCQ
- Short-answer questions
- Group collaboration
- Visualisations
- Interleaving
- Deliberate Practice Theory
- The Paperclip Strategy
- Pre-reading techniques
- While-reading techniques
- Post-reading techniques

Your study plan should be guided by what is required in the exam and by the content of the article.

It is not necessary to include everything that has been covered in this course. Choose the best techniques and strategies that would help a student learn this content in 4 weeks.

You should complete this task by Friday evening in order to copy & paste your plan into the registration form.

Good luck.

