

GUILDHALL COLLEGE



ASSIGNMENT

Module:	CONTEMPORARY ISSUES IN MANAGEMENT
Programme:	PgDip IBM – Level 2
Awarding body:	University of Gloucestershire
Issue Date:	Monday, 21 February 2011
Submission Date:	Thursday, 07 April 2011
Place of Submission:	Nelson Street (UOG Programme Administration Office)
Word Count:	3000-4000 words, excluding relevant appendices/diagrams

PLAGIARISM/COLLUSION

Any act of plagiarism or collusion will be seriously dealt with according to the college regulations. In this context the definition and scope of plagiarism are presented below:

Plagiarism is presenting somebody else's work as your own. It includes copying information directly from the web or books without referencing the material; submitting joint coursework as an individual effort; copying another student's coursework; stealing coursework from another student and submitting it as your own work.

Collusion is working collaboratively with another student to produce work that is submitted as the individual student work.

Suspected acts of plagiarism or collusion will be investigated as both constitute cheating and can result in expulsion from the course and the college. Full reference details should be given in the bibliography. Unacknowledged paraphrasing may also be plagiarism, if in doubt seek advice.

For further information, see Guildhall College's guidelines on referencing on academic writing.

THIS IS AN INDIVIDUAL ASSIGNMENT

Research Report

Support and link your research report with a range of contemporary strategic management theory. The competitive environment, organisational culture, change management, corporate leadership, corporate culture and knowledge management should be addressed.

TASK

Assume that recently, an international company has hired you as a management consultant to solve the following task.

Prepare a 4,000 Word Report to be presented to this international company which evaluates how the knowledge of contemporary strategic management / strategic thinking together with change management can improve an organisation's competitiveness and efficiency.

You are encouraged to provide a critique of contemporary strategic management research and practice by supporting and linking your research report with a range of contemporary strategic management theory including the competitive environment, organisational culture, change management, corporate leadership, corporate culture and knowledge management.

- a) The Individual Report will count for 80% of the marks**
- b) The Individual Presentation of 10 minutes will count for 20% marks and will be delivered before you submit the Report.**

Learning Outcomes:

- Develop your views on contemporary issues facing managers in organisations
- Suggest how management may change in the future
- Explain why the Government and other key stakeholders regard the promotion of skills of the workforce and lifelong learning for all as vital for individual, organisational and national success. Discuss the growth potential of the cultural industries 2009-2010
- Critically discuss the challenges facing managers implementing marketing communications in a rapidly changing environment

Requirements for the Assessment:

- Identify a contemporary management issue and explain the importance in today's economic industry, investigate and analyse it and draw conclusions presenting the findings orally and in writing and observing appropriate academic conventions
- Explain why employers and others are expected to ensure that their employees are provided with opportunities to learn and develop. Explain why this assurance is important for employees
- Explain why managers need to understand the important role design plays in business. Explain the concept of culture, ethics and diversity in an organization and explain how the role design and culture associate

Assessment Strategies:

Number of assessment components: 2

- a) You are required to submit a research report (*3000/4000 words*) covering the elements stated in requirements for the assessment.
- b) This report will be supported by 10 minutes individual presentation (*using PPT slides or other media*). The presentation will take place in the submission week.

Report Submission Date: 07 April 2011

Presentation Date: Same week.

Assessment details:

	Assessment component 1	Assessment component 2
Type of assessment	Presentation	Research Paper
Assessment tariff/weight	20%	80%

Remarks:

Pass Grade: Overall 40% with each element

Please be aware of the penalties for late submission and exceeding the word count. It is the student's responsibility to familiarise themselves with GC's policies on plagiarism and use of unfair means.

Guidance Notes

Submission

- a. All coursework must be submitted to the programme administrator and a receipt must be obtained. Under no circumstances should other College staff/lecturer accept them.
- b. Without a receipt we will not be held responsible for any loss of assignments.
- c. The copy of the coursework submitted will not be returned to you after marking, though you will have access to feedback.
- d. You must also submit your Final One Page Turn-it-in Report with this assignment.

Good practice

- a. Make backup of your work in different media (hard disk, floppy disk, and memory stick, CD etc) to avoid distress for loss or damage of your original copy.
- b. Make an extra hardcopy of your work submitted for your own reference or later use.

Extension and Late Submission

If you need an extension for a valid reason, you must request one using a coursework extension request form available from the College. Please note that the lecturers do not have the authority to extend the coursework deadlines and therefore do not ask them to award a coursework extension. The completed form must be accompanied by evidence such as a medical certificate in the event of you being sick.

Penalties for late Submission

Coursework handed in after the Submission Deadline will be penalised as follows:

- One week late – Maximum Marks 40% and
- No submissions after one week.

Coursework not submitted will be recorded as Fail. Extensions without penalties may be granted, but only in exceptional circumstances e.g. illness, and should be accompanied by written evidence.

RECOMMENDED READING AND LEARNING RESOURCES

You are encouraged to familiarise yourself with issues impacting on business and management by reading newspapers, keeping up with broadcast news and current affairs programmes.

Issues in Skills, Employability and Work

Department for Innovation Universities and Skills (2007) World class skills: implementing the Leitch Review of Skills in England. London: HM Government. Cm. 7181 (available online).

Issues in communications Bruce, Margaret and Bessant, John Design in business: strategic innovation through design. FT Prentice Hall, 2002.

Copley, Paul Marketing communications management: concepts and theories, cases and practices. Oxford: Elsevier Butterworth-Heinemann, 2004. Seamus Heaney HF5415.123/COPL

De Pelsmacker, Patrick et al Foundations of marketing communications. Harlow: FT Prentice Hall, 2005. Seamus Heaney HF5415.123/PELS

Pickton, David and Broderick Amanda Integrated marketing communications. 2nd ed. Harlow: FT Prentice Hall, 2005. HF5415.123/PICK

Smith, PR and Taylor, Jonathan Marketing communications: an integrated approach. London: Kogan Page, 2004. Seamus Heaney HF5415.123/SMIT

Issues in Human Resource Development

Fletcher, Clive (2004) Appraisal and feedback: making performance review work.

London: CIPD. Seamus Heaney HF5549.5.R3 FLET

Kirton, Gill and Greene, Anne-marie. The dynamics of managing diversity: a critical approach. 2nd ed. Oxford: Elsevier Butterworth-Heinemann, 2005.

Seamus Heaney

HD4903.5.G7/KIRT2009-2010

Reid, Margaret Anne, Barrington, Harry and Brown, Mary Human resource development: beyond training interventions. 7th ed. London: CIPD, 2004. Seamus

Heaney HF5549.5.T7/REID

Wilson, John P (ed.) Human resource development: learning and training for individuals and organisations. London: Kogan Page, 1999.

Journals

Academy of Management Journal (Academy of Management)

British Journal of Management (John Wiley and Sons)

California Management Review (University of California, Berkeley)

European Management Journal (Elsevier)

Harvard Business Review (Harvard Business Publishing)

Journal of Business Strategy (Emerald)

Journal of Management Studies (John Wiley and Sons)

Long Range Planning (Elsevier)

MIT Sloan Management Review (Massachusetts Institute of Technology)

Strategic Change (John Wiley and Sons)

Strategy and Leadership (Emerald)

Websites

www.ft.com Financial Times

www.managers.org.uk Chartered Management Institute

www.sps.org.uk Strategic Planning Society