

Coursework A1 Guidelines

SBPD7004 Visions for the Future . . .

Module Assessment

Report – 7,500 words or the equivalent (85% of final mark)

Participation: 15% of final mark (in-class seminar / online contributions (Moodle)).

Sample questions:

Example 1:

How far does CSR extend? In the well-reported cases of CSR legal and ethical failure, how should senior managers / CEOs respond to problems arising from the behaviour of suppliers / subsidiaries / franchisees in the developing economies?

Example 2:

In the context of IT sector companies, are traditional management theories (e.g. Taylor, Fayol) being rendered obsolete by (a) technology change, (b) changes in workforce expectations (or both)?

Example 3:

In the light of recent controversies in the investment banking sector, how should the relationship between executive leadership and corporate social responsibility (both 'upward' responsibility and 'downward' monitoring and control) be evaluated and regulated?

Coursework Report Requirements

- The focus of your submission must be upon **answering the question** you chose!
- Your answer should present an **argument** (with evidence) which supports the answer you are giving.
- Your argument and evidence should relate to the regional / business context and functional area of business activity you have chosen.
- A balanced argument should also consider possible **alternative answers** and reasons for not accepting those answers.
- The point of your submission is **not** to describe solutions or answers – it is to **justify** (your answer) and **persuade** (your readers) why it is right.

Coursework A1 Report Structure

[This comprises just a suggestion for possible structure – you are, of course, free to follow a different structure if it suits your argument better].

- State clearly what the research question is; identify the domain in which you wish to present your argument (business context, region); list the possible alternative answers your question could have.
- State your aims and objectives (be careful to distinguish the two!); indicating which answer you wish to support.
- Provide a brief literature review *directly* relevant to the answer you are supporting.
- Give a reflective and balanced argument in support of your preferred answer to the question – providing up-to-date (primary or secondary) evidence from the business sector selected.
- Cite appropriate research literature and comparison case studies to back up your argument.
- Make a careful evaluation of the alternative answers that may be given to your question – indicating why you do not support these answers.
- Ensure that all sources of primary and secondary data are appropriately referenced and acknowledged. You should refer to the DBA programme's (Harvard) referencing guide to ensure that you know how to reference your work and to quote from the contributions of others.

Assessment Criteria	% of marks
The extent and quality of your contributions to discussion and collective knowledge-building undertaken during the lectures, workshop activities and online forums	15%
The clarity, coherence and critical reflection of your written report, showing that you have referred to a range of academic theories and then developed and clearly stated your own argument for your ideas in relation to the business context chosen.	30%
Your choice of resources and the way in which you use them as evidence to support your evaluation and intellectually underpin your ideas with the theory and through examples from your experience, and from relevant secondary sources.	35%
Your accurate use of the author/date Harvard referencing system. This criterion relates to whether you have used the author/date appropriately and accurately, not to whether you have made a good selection of resources.	10%
Your written presentation including appropriate use of headings to structure the work; grammar and spelling; page numbers; use of word count; writing style and labelling.	10%