

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

POMO

Tutorial:

Assignment 1
Preparation



**ASSIGNMENT
ALERT!!!**

Assignment 1

2000 word essay:
due 12 March



Analyse the different roles played by Dame Carolyn McCall as a manager and leader in Easyjet using Mintzberg's classification of ten essential managerial roles

Practice makes perfect....

Tutorial: use Mintzberg's 10 roles

Analyse Jamie Oliver as manager of 'fifteen'



The manager's 10 roles: Mintzberg

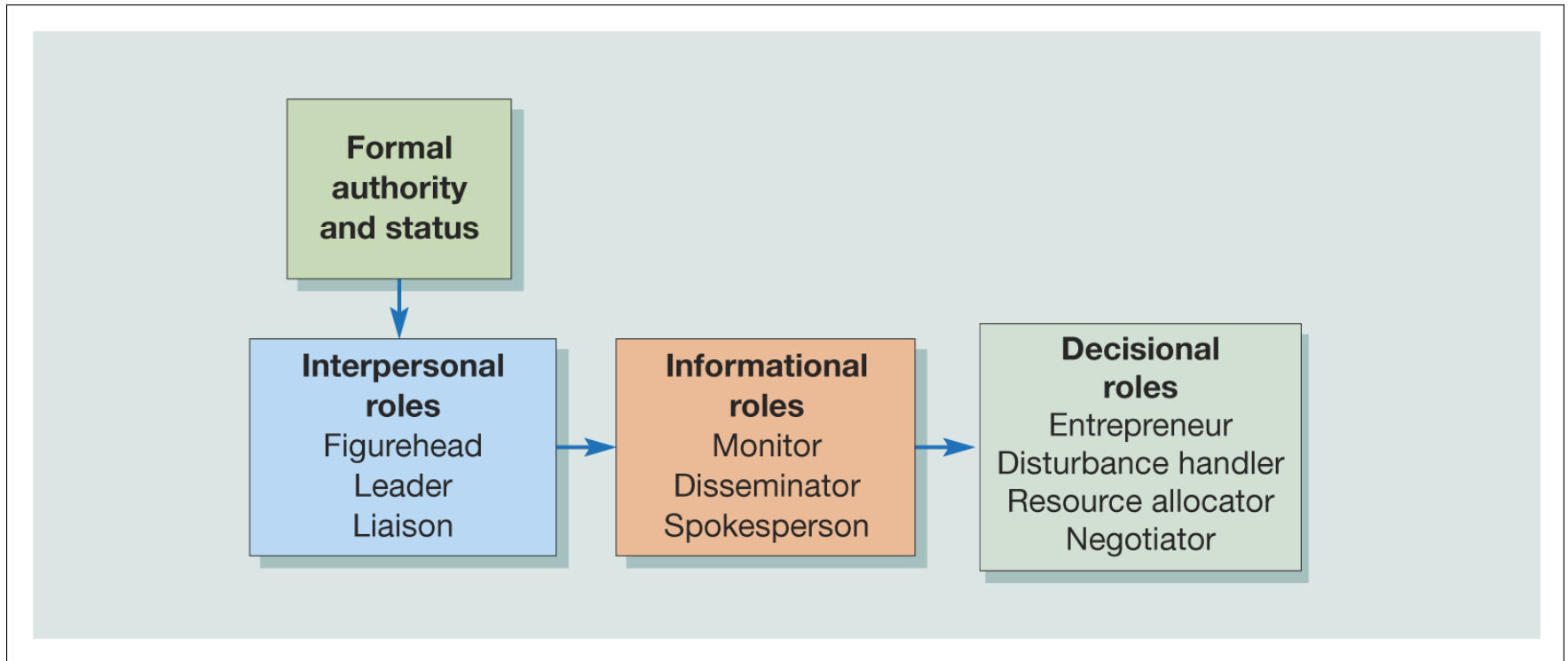


Figure 11.6 The manager's roles

Source: Mintzberg, H., 'The manager's job: folklore and fact', *Harvard Business Review Classic*, March–April 1990, p. 168. Copyright © 1990 by Harvard Business School Publishing Corporation; all rights reserved. Reprinted by permission of the Harvard Business Review

Case Study analysis: Key Aspects

- Intensive analysis of a real-life situation
- Detailed document
- Examine, analyse, diagnose
- General principles result
- Challenging, multiple solutions
- Collect, organise, analyse information to arrive at a solution/answer
- Questions designed to draw out learning about key theories in the course by applying them

Why?

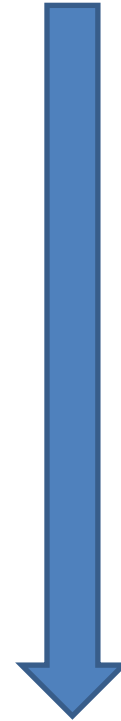
- To develop critical thinking analysis
- To encourage critical reflection
- To apply theories/models to real life
- To show off what you know and understand

But....

- It requires **preparation**
- **Research – wider reading**
- Understanding
- Critical reasoning ability

What's being tested?

Knowledge
Comprehension
Application
Analysis
Synthesis
Evaluation



higher marks

Question Analysis

**ANSWER ONLY THE
QUESTIONS SET!!**

Format – see assignment brief

- Essay: 2000 words (+/- 10% ONLY)
- Follow stylistic guide for an [essay](#)
- Harvard referencing system & appropriate citations
- Count excludes bibliography/appendices
- Word processed; Preferred font Arial 12 pt Normal
- 1.5 / double spacing
- **Turnitin only**
- Don't include the Assignment Specification
PUT YOUR NAME ON COVER SHEET AND IN
FOOTNOTE ON EACH PAGE

Marking scheme: Common Assessment Criteria Applied

1. Research-informed Literature 10

Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.

2. Knowledge and Understanding of Subject 20

Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.

3. Analysis 30

Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence

4. Practical Application and Deployment 30

Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.

5. Skills for Professional Practice 10

Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.

Grading criteria

- Specific to BA
- Read them to understand what's required for each level of performance
- Use self-evaluation section
- Pass mark is 40
- Module pass mark = 40% overall average across 2 assignments

Submission Date –

By 10am,

Monday 12 March
via turnitin

Late submissions:

- up to 1 week – maximum 40%
- > 1 week - 0/Refer



Tutorials next week

Next week:

- Ask/answer any further questions
- Bring draft along for feedback
- Book timeslot via moodle

Resources

- Textbooks
- Lectures – see Moodle
- Tutorials
- Library
- On-line resources – take care with websites
- Personal research

NB: Wider reading required

Minimum of 12 different sources, referenced

What material have you found so far?

Any Questions?



Good

Luck!