

ASSESSMENT 1

LEVEL 6 ASSESSMENT SPECIFICATION

Student name:	Puvandran A/L Marathai	Student ID number:	2120965
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Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	20	
2. Knowledge and Understanding Skills	20	
3. Cognitive and Intellectual Skills	20	
4. Practical Application Skills	20	
5. Transferable Skills for Life and Professional Practice	20	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		%
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		

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1.0 Introduction

Figure 1: Tesla Motors CEO Elon Musk speaks next to the company's newest Model S during the Model S Beta Event held at the Tesla factory in Fremont, California



Source: <https://www.reuters.com/business/five-legal-questions-raised-by-elon-musks-unorthodox-share-sales-2021-11-11/>

American producer of solar panels, batteries for cars and energy storage, Tesla, Inc. also makes electric cars. American businessmen Martin Eberhard and Marc Tarpinning launched it in 2003, naming it for Serbian American inventor Nikola Tesla. It soon rose among the most identifiable car brands worldwide (**Schreiber & Gregersen, 2024**). The goal of starting Tesla Motors was to make an electric sports car. Tarpinning was Tesla's chief financial officer (CFO), and Eberhard was executive chairman (CEO). Many people gave money to the company, but PayPal cofounder Elon Musk gave more than \$30 million and started serving as chairman of the company in 2004. To be more specific, beginning in February 2004, Elon Musk became the biggest shareholder in the company. In 2008, he was named CEO.

As this assignment focuses on the leadership traits and theories Elon Mush has achieved himself as a well proven leader around the globe to achieve and improve Tesla. In that case,

many people define Elon Musk's leadership style as visionary, unrelenting in pursuit of innovation, and ready to take big risks. He is well-known for pushing his teams hard to reach challenging, occasionally apparently unattainable goals. Though occasionally divisive, this strategy has produced remarkable results including SpaceX's launch of the first privately sponsored spacecraft to reach the International Space Station (**Taplin, 2024**). In sequence, this assignment will more focused critically on the leadership traits and complexity of Elon Musk as he improvised Tesla and his SpaceX project.

2.0 Elon Musk: Transformational Leadership

What happens at work when transformational leadership is used, including how well employees do their jobs. In the philosophy of leadership, transformational leadership has become the most important idea. It's not a surprise that the current changes in leadership theory and practice have caught the attention of both practitioners and researchers, who are very interested in studying how these changes affect both organizations and individuals (**Khan, 2020**). One can connect transformational leadership with the managerial environment. More often than not, transformational leadership the capacity of the leader to inspire employees beyond expectations can be more useful in improving one's capacity to intrinsically inspire them. It can raise psychological empowerment as well. In other words, transformational leaders inspire, challenge, empower, and consider their followers to achieve goals. Followers' trust, values, and perceptions improve, boosting performance and motivation (**Kim & Cruz, 2022**).

Firstly, the four components that make up transformational leadership are as follows: When (1) transformational leaders strive to earn the respect and trust of their followers by serving as a model for them and adhering to high ethical standards in the workplace, they are able to achieve idealised influence. Secondly, (2) inspired motivation is related to the frequency with which transformational leaders inspire their subordinates by offering values and a vision regarding the objectives to be achieved. Thirdly, (3) intellectual stimulation is related to the consistency with which transformational leaders inspire followers to think outside the box, so boosting their creativity and autonomy. Fourthly, (4) individualised consideration is how often transformational leaders listen to followers' goals and challenges at work and at home (**Kim & Cruz, 2022**). Along with their personal drive in completing their designated tasks, transformational leaders like Elon Musk, Jeff Bezos, and Reed Hastings show good behaviours that stimulate intellectual capacity, cultivate relationships, and encourage competence and skills development, followers' attitudes towards their leader and their work, tend to be positively affected (**Adhyke, 2023**).

In that context, mostly transformational is Elon Musk's leadership approach. He listens to the views of his team members and lets them participate in decisions even while he sets high standards for himself and his businesses that call for a lot of work and resources. Enthusiastic about what he does, he has exacting standards for quality and expects from every person he deals with **(McPheat, 2023)**. This theory holds that transformational leader who have a clear vision and goals to be attained believe in constant development and growth **(Bernarto, 2020)**. Furthermore, the transformational leaders define major ideas and objectives around which he or she coordinates the team members to reach the same. In addition, transformational leaders come up with big ideas and goals that bring the team together to reach those goals. Elon Musk is known to lead in a similar way, with focus and determination being important parts of getting the business to succeed. As a result of his ability to think outside the box, the leader is also able to run an aerospace company that makes electric cars and other spacecraft.

Other than that, Elon Musk's style of leadership is mostly oriented on changing the planet by using technology and increasing its accessibility to humans. From building businesses like Tesla Motors and SolarCity, which concentrate on green energy, to including space exploration projects like SpaceX, his visionary leadership of an interconnected, sustainable future shapes all he does. He strongly advocates "big picture" thinking and sets high standards requiring a lot of work and financial resources **(McPheat, 2023)**.

In that case, He works hard towards his clear end goal, for instance, since every great project must have one. Simultaneously, he is willing to discuss different ways his team might solve problems. Musk expects from all those who collaborate with him a perfect quality and is quite passionate about his ideas. Renowned for his work ethic, Elon Musk stays late into the night to make sure his team satisfies the high targets. Though highly successful, the Elon Musk leadership style has been characterized as bold, fearless, and unorthodox. He works hard to reach his large ambitions **(Steinmann, 2019)**. Although Elon Musk's way of leading isn't typical, it works very well. He combines ambition and determination with a willingness to listen to others and try new things.

3.0 Trait theory of Elon Musk

Visionary thinking, a never-ending search for new ideas, and a willingness to take big risks are some of the things that define Elon Musk's way of leading. He's known for giving his teams very difficult, and sometimes seemingly impossible, goals to reach. This way of doing things has led to amazing accomplishments, like SpaceX's launch of the first privately funded spacecraft to reach the International Space Station (**Taplin, 2024**). Musk is very committed to his vision, as shown by the fact that he is involved in every part of his businesses, from engineering to marketing.

He often works overtime and expects his team to do the same. This can make people criticize him for being too demanding. But his deep involvement also shows a passion and dedication that motivates many people in his companies. Musk leads by believing in the impossible and pushing the limits of what can be accomplished in business and technology. When it comes to leadership, Elon Musk is known for being able to dream big and set challenging goals. His hope for a sustainable future on Earth and in space has inspired the growth of companies that are changing the world. Leaders of businesses can learn from how he stresses the importance of having a clear and enticing vision, which motivates teams and encourages new ideas. Transformational leadership stresses how leaders and employees work together. It usually supports learning, promotes new ideas, and encourages sharing a lot of information (**Lin et al., 2020**). This kind of big-picture thinking not only pushes his teams to reach goals that have never been seen before, but it also brings in people and investors who share his high hopes for the future (**Rizvi, 2024**).

Unmatched in his ability to imagine and carry out groundbreaking projects. Inspiring millions of people are Musk's big ideas, like settling Mars or switching the world to clean energy. Being driven and determined, he pushes the limits of what seems possible. He is a transformational leader. Outstanding leaders need to have a vision, and it's not enough to know where you are; you also need to know where you want to be. Musk also fits that description perfectly. Musk has always been able to see what the future holds, from his first investment in Internet banking to his continuing work to advance space travel, clean energy, self-driving cars, and many other things. Although some industries are still ignoring the reality of global warming, Musk has been working on these issues for more than 10 years (**Leaderonomics, 2016**).

4.0 Pros of Transformational Leadership

Elon Musk can motivate and guide people by using a variety of innovative strategies that go beyond typical ways of leading. His strategy includes giving his teams a lot of freedom, setting big goals, and leading by example. This creates an environment for new ideas and a dedication to doing things that seem impossible. Elon Musk's transformational leadership tends to have on setting up high goals to achieve. That is because, Musk is well known for establishing objectives that seem unachievable given current norms. From colonising Mars to shifting the planet to sustainable energy, his goals push his teams to rethink the boundaries of possibility. This strategy not only inspires his staff to surpass their apparent capacity but also helps them to match their efforts with a greater, inspirational vision, so fostering invention and advancement (**Rizvi, 2024**).

Other than that, one of the biggest advantages of transformational leadership of Elon Musk is producing a very trustable working environment among his teams. In detail, one of the main traits of Musk's leadership is his confidence in his teams' capacity. He gives his staff great responsibility and the freedom to tackle difficult challenges, so empowering them. This empowerment motivates creativity and dedication by helping people to feel pride in their work and responsibility. Musk fosters a very motivated and competent workforce by believing in the ability of his teams to accomplish great things.

Not only that, transformational leadership has more adaptability. This is because, Elon Musk is renowned for his fast adaptation and change in strategy based on new conditions. He is not scared of taking chances and ready to make decisions the best for the business even if they contradict accepted wisdom or the majority opinion. His time as Elon Musk Twitter CEO has shown us that he is not hesitant to take big decisions or stand up for what he believes in; but he is also ready to change his position should it eventually help the business (**Sean McPheat, 2023**). This adaptability lets him keep ahead of the curve and competitive in the always shifting corporate environment.

The transformational leadership phenomena of Elon Musk are quite motivating. His approach of leadership has transformed the technology sector and established a new benchmark for corporate excellence. He understands how to build an environment where innovation can flourish and success can be attained from choosing the correct people and investing in them to keeping everyone informed and involved with the corporate mission.

4.1 Cons of Transformational Leadership

Musk's leadership approach, meanwhile, has drawn criticism. Renowned for his rigorous standards, Musk frequently expects of his staff quite high. Reports of long hours, high stress levels, and a relentless culture of work have emerged, creating a picture of an atmosphere where burnout is rather typical (**lima, 2024**). One of the most often levelled accusations against Musk's leadership is that he is erratic and rash. Known for making bold and occasionally dangerous choices, he tweeted about taking Tesla private, which led to an SEC lawsuit and an SEC settlement. This kind of behaviour might make workers uncomfortable and dangerous as well as damage the company's name (**Eisenberg et al., 2019**).

Not only that, by having transformational leadership Elon Musk prioritise more on the productivity of his organization than the well being of the employees. This is because, Musk has also been criticised for not caring about the well-being of his employees. He has been blamed for making Tesla a bad place to work because of complaints from workers about long hours, low pay, and not getting enough help. A lot of people may leave a workplace like this, which can lower morale and hurt the company's overall performance (**Muthusamy, 2022**).

One major problem with transformational leadership is that it can lead to power abuse when people are motivated without moral responsibility. puts forward the idea that transformational leaders have a moral duty to "avoid dictatorship and mistreatment of a minority by a majority." There's a chance that followers will become emotionally dependent on the leader and be pushed to go against their own values for the good of the organisation (**Chaplin-Cheyne, 2021**). This could lead to bad feelings. For example, the people in charge of Musk have also been criticised for not being open and responsible. Some people say he doesn't take responsibility for his errors and instead puts the blame on other people. People who act in this way can make others not trust the company and its leaders, which is bad for business. In other words, transformational leaders are criticised for using their power to manipulate people emotionally in a bad way, like Hitler did (**Lee, 2014**).

In the end, Musk's management style emphasises the variety of strategies used in the corporate sector. It emphasises the fact that no one-size-fits-all definition of leadership exists. One company or team may find something successful; another may not find it appropriate. In sequence, Elon Musk is a multifarious person whose leadership approach generates appreciation as well as criticism.

5.0 Contrasting Leadership Styles

Musk's style is very different from that of other successful leaders. Many people admire leaders like Tim Cook of Apple or Satya Nadella of Microsoft for being kind and open to everyone. They stress the significance of a healthy work-life balance, happy employees, and long-term growth. Musk, on the other hand, seems to put more value on fast innovation and high performance, even if it means putting employee welfare last (**lima, 2024**).

On the other hand, the way Mark Cuban the American business magnet leads is very different from the way Elon Musk does it. Mark Cuban puts people first and focusses on creating a positive company culture. In detail, Cuban is known for being easy to reach and regularly communicating with his team. He often stresses how important it is to trust and respect his workers (**Taplin, 2024**). His leadership of the Dallas Mavericks, where he changed the culture by putting an emphasis on player welfare and support, shows this way of thinking. In that case, fundamental to Cuban's leadership is the idea of transformational leadership. His natural ability to motivate those around him.

Contrasting both Cuban and Musk, Musk's focus on hands-on leadership encourages people to become experts in their field and push the limits of what is thought to be possible. Cuban's leadership stresses how important it is to value and motivate employees, which is good for business and makes the workplace productive and friendly. Elon Musk's and Mark Cuban's different approaches to leadership offer insightful lessons on the several dimensions of good leadership.

Comparing other leadership style of autocratic, in fields where new ideas are needed, Bill Gates' change from an autocratic to a transformational style of leadership works well. By following Gates's ideas, leaders can give their team members more responsibility and embrace calculated risks to keep getting better (**Salama, 2024**). Comparing Gates to Musk, Gates as a key part of good leadership, giving others the power to make decisions stands out. Gates knew that working together for the common good is more effective than working alone. Thus, businesses are being rocked up by Elon Musk's leadership, and Bill Gates's lasting impact is still moulding the tech world.

6.0 Conclusion

Researchers in the subject matter highly value transformational leaders since they enable their subordinates by means of a shared vision, so empowering them. This theory does have certain flaws, though, and one cannot overlook the influence of situational or contextual elements. Elon Musk's impatience, demanding style of leadership, lack of sympathy, and refusal to take responsibility can poison the workplace and more importantly affect other leaders to believe his approach is deserving of imitation. Working "very hard" as his last email to his Twitter staff is not the only path forward for improvement. In close, Future research should look at the parallels and contrasts between transformational leadership and other leadership approaches to look at how the shortcomings noted here might be minimised.

To recapitulate, Under Elon Musk's direction, vision is combined with relentless innovation and great expectations. At Tesla and SpaceX, his transformational leadership approach has produced amazing results that inspire his teams to reach the apparently unachievable. This strategy has also been attacked, though, for fostering a high-stress workplace and giving production top priority over employee welfare. Musk's brave and unconventional ways of doing things have set new standards in business and technology, but they also show how complicated and dangerous transformational leadership can be. Ultimately, his style shows that different people can be good leaders, and that different leadership styles can be praised and criticised.

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