# Assessment 2

## Individual Scenario Case Study: Weightage 40%

### Guidelines

Students will Individually develop and complete a scenario case studies. This assignment requires that you write a 3,000-word individual report. The scenario is based around a single organisation and may include reporting student assessment of the impact of introducing performance management; handling economic shock in organisations and crisis management planning. This will involve critically assessing the issues presented in the case alongside theory/literature and making recommendations for improvements to the management systems/approaches used by the case study organisation. Recommendations should demonstrate your understanding of best practice concepts in the academic literature and should provide examples of how organisational policy and practices can be revised to improve efficiency and/or effectiveness of operations.

Process of the written Assessment:

In a scenario case study, you should investigate a business problem, examine the alternative solutions, and propose the most effective solution using supporting evidence. Case study report should be written in appropriate business language so that your analysis and discussion have an objective tone. Your writing should be clear and concise and be in your own words. Use headings to guide the reader and include tables or diagrams that make the case clearer. The scenarios are based around a single organisation selected by the students, where based on the real case, student need to develop and complete a report based on three different areas:

> 1. Introducing performance management

> 2. Handling economic shock in organisations

> 3. Crisis management planning

**The characteristics of a Scenario Case Study are:**

A case scenario is a detailed report of a company, industry, person, or a project over a particular time period. Cases are used as a basic tool for group discussion which enables the participating student to take up the roles of key players in actual business situations. The case method describes real management issues in real companies.

What to be included in a case scenario?

> Introduces the case, including the background and the scenario.

> Describes the purpose and the background of the study and the specific questions you are trying to answer.

> Describe what you found through your investigations, e.g. the main themes that came out in interviews, responses to questionnaires, significant observations.

> Explain the significance of the study and what can be learnt from it.

> Note that a case study is a study of a situation so you can't generalise the results to all other situations. That means your report should focus on what can be learnt about that situation and the individuals involved.

> Recommendations provides proposals for future action to solve the problem or improve the situation.

Uses of case scenarios strengthen practical thinking as well as allow students to study those specific examples and apply that knowledge to new, though relatable, situations. The effectiveness of this instructional strategy is accomplished through an appropriate situation in which a problem relates to both the interests and experience levels of the involved students. Scenario case studies also provides the opportunity for group brainstorming.

How to present a high-quality scenario case study?

> Analyse the problem

> Provide solution

> Reveal real business difficulties

> Include specific, quantifiable results

> Build suspense, have a satisfying conclusion

> Solve a generalizable business problem

# Grading Criteria Assessment Task 2: Case study  (40%)

| Criteria | Excellent (A 80–100%) | Very Good (B 70–79%) | Good (C 60–69%) | Pass (D 50–59%) | Fail (N 0–49%) | Marks Structure |
|---|---|---|---|---|---|---|
| Argument and Context | ✓Excellent, logically developed structure matched to the task. ✓Generates a highly developed, focused, and sustained argument(s) related to the essay topic | ✓Uses logically developed structure matched to the task. ✓Generates developed and focused argument(s) related to the essay topic. | ✓Uses somewhat logical structure of paragraphs but with errors. ✓Generates few developed and focused argument(s) related to the essay topic. | ✓Poor logic in structure of paragraphs. ✓Poor development and focus of argument(s) related to the essay topic. | ✓Paragraph structure is not clear, well ordered, or logical. ✓Generates a series of statements or claims without connecting these to form a clear, logical argument. | |
| Critical Thinking | ✓Classifies multiple perspectives employing and integrating theory very well. ✓Explores relationships between component elements/variables. ✓Integrates perspectives to develop insights. | ✓Classifies perspectives employing and integrating some theory. ✓Explores relationships between component elements/variables. ✓Integrates contrasting perspectives to develop insights. | ✓Identifies, compares, and contrasts perspectives in a wider context with limited theoretical application. ✓Organises component elements/variables in a given framework. ✓Formulates a response that integrates perspectives | ✓Poor comparison and contrast of key perspectives with limited theoretical application. Poor organisation of elements/variables in a given framework. ✓Response does not integrate contra | ✓Does not compare and contrast key perspectives. ✓Unable to organise elements/variables in a given framework. ✓Response does not integrate contrasting perspectives on the issues. | |
| Disciplinary Knowledge | ✓Disciplinary knowledge is clearly presented and uses disciplinary language authoritatively. ✓Shows critical understanding of the issue presented and demonstrates depth and accuracy of understanding. | ✓Disciplinary knowledge is clearly presented and uses disciplinary language competently, ✓Shows a proficient awareness of the issue presented and demonstrates accuracy of understanding. | ✓Disciplinary knowledge is presented and uses disciplinary language approaching competency, ✓Shows an awareness of the issue presented and demonstrates limited content understanding | ✓Disciplinary knowledge lacks clarity and uses disciplinary language tentatively. ✓Shows an awareness of the issue presented and some evidence of gaining new understanding. | ✓Disciplinary knowledge is unclear and does not use the language of the discipline in a sustained fashion, ✓Demonstrates no evidence of gaining new understanding. | |
| Grammar and Vocabulary | ✓Employs excellent discipline-based vocabulary relevant to the context and adheres to grammatical convention. | ✓Employs a competent discipline-based vocabulary relevant to the context and adheres to grammatical convention. | ✓Employs a developing disciplinary based vocabulary that adheres to the basic rules of grammar. | ✓Demonstrates limited disciplinary based vocabulary that adheres to the basic rules of grammar, with a number of errors. | ✓The task largely reverts to the use of non-discipline specific vocabulary with grammatical errors that interfere with meaning. | |
| Referencing | ✓Employs an accurate academic referencing convention citing multiple sources. | ✓Employs an accurate academic referencing convention citing multiple sources, with some errors. | ✓Employs a basic academic referencing convention appropriate to the discipline, with an adequate number of sources. | ✓Employs a basic academic referencing convention appropriate to the discipline with limited sources. | ✓Shows unfamiliarity with, and inconsistent application of the conventions of academic referencing with inadequate sources. | |
| Total Marks | | | | | | |
| Comments | | | | | | |

**Please take take note for your assignment:**

> a. **Structure the written report:** Background information is relevant, Issues are logically ordered, Recommendations clearly relate to the issues.

> b. **Identify main issues:** Prioritise choices, justify and prioritise issues chosen rovide solution

> c. **Analyse the issues:** Each issue is discussed using relevant concepts and principles. Insight is shown in analysing the information.

> d. **Discuss alternatives:** Consider all viable short term and long-term alternatives to solve each issue. Examine the advantages and disadvantages of each alternative.

> e. **Explain resources**: Individuals from the case, time frame and monitoring processes required for the recommendations to be put into practice uild suspense, have a satisfying conclusion.

> f. **Write clearly and concisely:** Arguments are explicit and succinct, appropriate headings are used, grammar and spelling are accurate.