



Unit: Essentials of Management

Sample Assignment

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You must read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- You must submit a paper copy and digital copy. Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Introduction

This assignment requires you to demonstrate the knowledge and skills you have acquired throughout the course of this module by producing a 3000 word, fully referenced academic report that addresses the tasks given below. In order to complete the assignment, you will need to choose an industry and an appropriate organisation within it to research.

Choosing an appropriate organisation

Step 1: select an industry in which you are interested. For example, telecommunications, pharmaceutical, defence, automotive, commercial airlines, banking, fashion retailing, IT, hospitality, leisure, construction or oil and gas.

Step 2: select a large company within that industry which probably operates internationally across many countries. Typical features of these sorts of companies are that they:

- Have been involved in some form of merger or takeover activity
- Are a public limited company (PLC)
- Are a multinational corporation
- Have a large number of employees to manage
- Are accountable to senior managers, the board and shareholders
- Experience competition from one or more organisations in the market (and therefore are not a monopoly)

Researching your organisation

You can use web resources to enable you to understand the context in which your selected organisation operates.

Do not limit yourself, however, to web-based sources of information. You should also use academic, industry and other sources.

Example – Sony (not to be used by the student)

In 1946, Tokyo Telecommunications Engineering Corporation, the predecessor of Sony, started as a small company with capital of just 190,000 yen and approximately 20 employees. The founder, Masaru Ibuka, said the purpose of setting up the company was to "establish an ideal factory that stresses a spirit of freedom and open mindedness that will, through technology, contribute to Japanese culture." Symbolizing Sony's spirit of challenge to "do what has never been done before," the company has continued to release countless "Japan's first" and "world's first" products.

Since then, this leading and innovative company has achieved a number of key milestones in its growth, such as the launch of the first magnetic tape recorder in 1949, the formation of Sony/CBS Records in 1968 and the launch of the first stereo cassette player, the Walkman, in 1979. New developments and innovations continued with the launch of the world's first CD player in 1982 and the acquisition of CBS records and Columbia Pictures Entertainment to form Sony Music Entertainment and Sony Pictures Entertainment in 1991. Then in 1993 Sony Computer Entertainment was established. In 1995, the DVD was launched, and in 2001 the company opened the Sony Bank and established Sony Ericsson Mobile Communications. In 2005, as part of a consortium, Sony acquired MGM of the USA. In 2007 Sony released the world's first OLEC TV and in 2009 Sony and FIFA launched the first 3D World Cup followed soon after by Sony Internet TV and a new digital music service.

Recently, PlayStation console maker Sony Interactive Entertainment said it would buy privately held Insomniac Games Inc, known for developing games such as Marvel's "Spider-Man" and the third-person shooter "Ratchet & Clank" franchise. The deal will help the console maker, a unit of Japan's Sony Corp, boost its game offerings ahead of the launch of rival game streaming services from companies, including Alphabet Inc's Google, and as it prepares to unveil PlayStation 5 in 2020. In its bid to maintain a market share in the \$150 billion global video gaming market, Sony partnered with main rival Microsoft Corp in March – the maker of the Xbox game console – to stream games and content to consumers as well as offer game makers new development tools.

Sources of information on this business include:

<https://www.sony.net/SonyInfo/CorporateInfo/History/> (accessed 04/02/20)

<https://uk.reuters.com/article/us-insomniac-m-a-sony/sony-to-buy-spider-man-developer-insomniac-games-idUKKCN1V91VK> (accessed 04/02/20)

<https://www.sony.net/SonyInfo/News/Press/archive2019.html> (accessed 04/02/20)

Do **NOT** use Sony as the basis of your assignment. This is just an example. Choose your own organisation to base your research and assignment on.

Please note, this assignment must be your own work as it is designed to test your abilities. Submitted assignments will be checked for plagiarism. For more information, please refer to NCC Education's Academic Misconduct Policy, which can be found on the website.

Instructions

Answer all FOUR (4) questions

Task 1 – 25 Marks

- (a) Evaluate the type of management and organisational approach that the company operates, referring to relevant theory within your answer. (15 marks)
- (b) Using your research, analyse the effectiveness of the management within your chosen organisation, using Fayol's functions of management model. (10 marks)

Task 2 – 25 Marks

- (a) Conduct an environmental analysis for your chosen organisation using STEEPLE and SWOT analysis. Summarise your main findings and observations from the analysis. (15 marks)
- (b) Propose and justify a suitable business strategy that will enable the chosen organisation to achieve its corporate objectives. Use appropriate theory in your answer. (10 marks)

Task 3 – 30 Marks

- (a) Assess the levels of motivation at your chosen organisation using TWO (2) recognised motivational theories within your answer. (15 marks)
- (b) Discuss the key factors impacting the design of motivating jobs at your chosen organisation with reference to appropriate theory. (15 marks)

Task 4 – 20 Marks

- (a) Discuss TWO (2) leadership styles that can be used effectively at your chosen organisation, using examples and referring to the Hersey and Blanchard model in your answer. (10 marks)
- (b) Explain how the control process can be used within your chosen organisation to maintain the required levels of performance. (10 marks)

Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment.

Submission requirements

You must submit a word-processed report.

Your report should answer Tasks 1 to 4. The word count for your report is **3000 words**.

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

- Have you read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensured that you have acknowledged all the sources that you have used in your work?
- Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**
- Have you ensured that your work has not gone over or under the recommended word count by more than 10%?
- Have you ensured that your work does not contain viruses and can be run directly?