**MODULE CODE: BUS040N530Y**

**MODULE TITLE: MANAGING ORGANISATIONS**

**Coursework 2 - Assignment Brief**

**Individual Essay: 2,000 words (70% weighting)**

**Answer ONE from the following option of four assessment topics:**

1. **Critically appraise the importance of effective operations management in increasing productivity in food retailing.**
2. **Identify a recent example of dubious corporate behaviour in a business in the UK. Compare and contrast the ethical issues and business risks raised by the behaviour from three key stakeholders’ perspectives.**
3. **With the aid of specific real life organisational examples in the leisure sector, critically evaluate the alternative strategic growth paths available to leisure organisations as identified by Ansoff’s matrix.**
4. **Assess the benefits of teams in an organisation of your choice, by applying two different theories of team development. Discuss the advantages and disadvantages of the two theories in this context.**

The essay should be submitted through Turnitin on the Moodle site no later than 2pm on Friday 28th February (Week 20).

**Marks will be allocated as follows:**

**Introduction 10%**

**Critical review of relevant management theories 35%**

**Analytic discussion of topic with relevant example(s) 35%**

**Conclusion 10%**

**Clarity of writing, essay structure, correct referencing etc. 10%**

**Dr Guy Bohane Module Convenor 23.1.14**