

Assessment Brief: Leading in a Complex World

Module: Leadership and Management

Course: BBA

Weighting: 100%

Individual Assignment: Report

Scenario:

You are a newly appointed mid-level manager at [Company of student's choice]. This company operates in a rapidly changing and competitive industry, facing complex ethical challenges and internal pressures. To navigate these challenges and achieve success, you must demonstrate effective leadership and management skills.

Tasks:

1. Analyze the Leadership Style and Strategy:

- Identify the current leadership style of [Company of student's choice] (e.g., Authoritarian, Democratic, Transformational).
- Evaluate the effectiveness of this style in the current business environment.
- Propose an alternative leadership strategy that you believe would be more effective (consider: vision, communication, decision-making).

2. Develop a Team Management and Communication Plan:

- Analyze the current team dynamics within your department/area.
- Identify potential challenges to team effectiveness (e.g., communication gaps, lack of motivation, conflicting priorities).
- Develop a comprehensive plan to address these challenges and foster a cohesive, high-performing team. This plan should include specific communication strategies, team-building activities, and performance management approaches.

3. Navigate an Ethical Dilemma:

- Research a real-world ethical dilemma faced by a similar company in your chosen industry.

- Apply relevant ethical frameworks (e.g., stakeholder theory, utilitarianism) to analyze the dilemma and identify potential courses of action.
- Recommend the most ethical course of action, considering the long-term implications for the company, its employees, and the broader community.

4. Reflect and Analyze:

- Reflect on your own leadership skills and potential areas for development.
- Analyze how your learning from this module can be applied to your personal and professional growth.
- Propose concrete steps you can take to develop your leadership abilities and become a more effective leader in the future.

Report Requirements:

- The report should be approximately 3,000 words long, excluding references and appendices.
- Use a clear and concise writing style with proper academic formatting.
- Support your analysis with relevant academic theory, research findings, and practical examples.
- Include appropriate visualizations and data tables (where applicable).
- Ensure your report addresses all assessment criteria outlined above.

Assessment Criteria:

- Leadership Style and Strategy (20%)
- Team Management and Communication (20%)
- Ethical Decision-Making (20%)
- Reflection and Analysis (20%)

Additional Notes:

- Students are encouraged to select a company they are genuinely interested in, as this will enhance the quality of their analysis and recommendations.
- Utilize library resources, academic journals, and credible online sources to support your research and arguments.
- Plagiarism and academic misconduct will not be tolerated.

This assessment will provide you with the opportunity to critically analyze and apply leadership and management concepts in a real-world context. Your success will depend on your ability to demonstrate analytical thinking, research skills, ethical awareness, and a strong understanding of effective leadership practices.

Good luck!

I hope this assessment brief provides a clear and comprehensive framework for your assignment. Please let me know if you have any questions.