# MGNT915 Assessment 4 – Research Report (50%)
# Guidance and Tips

This document will help you approach Assessment 4 correctly and answer any questions you might have about format, style, referencing etc. Some useful secondary sources (websites) are also listed.

**Learning outcomes:**
1.   Develop an understanding of the key concepts, theories and research relevant to the field of change management to enable students to navigate through change situations occurring in their own work environments
2.   Demonstrate the complexities of change management as applied in practice in relation to individuals, groups and organisations
3.   Use the case study approach in order to bring alive the context and reality of change within business organisations and as a vehicle for the application of theory
4.   Become a reflexive practitioner of change management

**Assessment task 4:**

Your task is to identify and study a case of change management in an organisation that interests you, and for which you can obtain sufficient information from publicly available sources. The change that you will study must have occurred during the Covid period, i.e. during 2020 - 2022. It may still be underway.

First, identify the industry sector within which your organization is situated (e.g. retail, financial services, manufacturing, natural resources, etc.).

Second, identify your organization. You should use all available media and information sources, academic and non-academic, to find data on the organisation and industry being studied and aspects of the change taking place. All sources used must be fully and properly referenced in the task. Then analyse what was done by way of change management. If it was up to you, would you do it differently?

Third, write a **research report** (details on what the report should contain to be found below). Then, based on your report, prepare a **video presentation**.

1.   Describing the organisation in which this change has occurred (is occurring) and its industry. Provide specific details of the change, details of the environment and context which have influenced the change, and the theory or approach to change that seems to be used in managing change.
2.   Identifying the main issue, problem or opportunity that the organisation has faced (is facing), which has led to the change. Then, using a specific theory or approach to change, covered in MGNT915, evaluate how the organisation's management is handling, or has handled, it.
3.   In light of the recommended background readings and textbook for this subject, discussing whether you think management has successfully addressed (or is addressing) the challenge the organisation faced (or is facing).
4.   Identify and discuss the option(s) which might have been put in place to enact sustainable and effective change.

**There will be 2 parts in Assessment Task 4:**

**(A) Research Report (30%)**

2500-3000 words, excluding executive summary, reference list and appendices. Include the word count on the cover page.

**Due: 5 pm, 4 November 2022 (Friday in Week 10)**

**(B) Presentation Video (20%)**

Submission of a 3-minute video (no more than 5-minutes) with a transcript of the spoken text in the video.

Note that the Assessment Task 4 stands in place of an exam. Students need to obtain a mark of 50% or more in this assessment item and in the subject as a whole.

**Due: 5 pm, 11 November 2022 (Friday)**

# (A) Research Report (30%)

**Your submission should use the standard business report format.**

- Cover page (organisation studies, student's name and ID)
- Executive summary
- Table of contents
- Use section headings, tables and figures etc.
- Reference list
- Appendices

**Business Report style – suggestions:**

1. Formal writing style – professional, business style.
2. Typed in Word, using 1.5 line spacing.
3. Can use bullet points where appropriate, however sentences should be complete, not abbreviated.
4. Figures, graphs and images are permitted in your report, where relevant, to explain the nature of the incident (label each figure, graph/image eg Table 1: 'enter title' , Table 2: 'enter title', Figure 1: 'enter title' etc).
5. Use 3rd person narrative (eg. "This report examines…"). Avoid use of personal pronouns (eg. "I think…")
6. Avoid gender specific language, unless it is about a specific person.
7. Your report can have an Appendix for 'supporting information'. Appendix is not included in the word count, and should only be used for relevant material.

**Format for submission**

- An executive summary is required. Section headings should be used.

- 2500-3000 words, excluding cover page, executive summary, table of contents, reference list and appendices.
- Indicate the word count on the cover page.
- Use a minimum of 12 peer reviewed relevant books or journal articles, in addition to the textbook and non-academic sources that you may need to use.
- Ensure you follow the guidelines for the relevant referencing techniques and analytical writing style (resources can be found on Moodle).
- Do not use direct quotes from the textbook, journal articles or websites. Read the information, interpret the key ideas and use your own voice to paraphrase these key ideas.
- Use the Harvard Referencing System guidelines noted in the link to format your references: http://uow.libguides.com/refcite/uowharvard
- Make sure that you submit your work in **WORD** (not PDF) format.
- Please attend to the issues highlighted in the Turnitin report. Resubmit the revised versions into the Turnitin link until you are happy with the Turnitin score. The first Turnitin report is generated instantly upon the first submission, however, please allow at least 48 hours for each subsequent submission. Do not wait until the DATE OF SUBMISSION.
- A penalty of 10% will apply for each day delay, from the original due date for submission.
- No further submissions will be accepted for marking unless there is approved academic consideration (AC). You need to email your subject coordinator **before** you submit your AC.

## The report should include the following:

### Description and understanding of the organisation

You need to provide a brief introduction to the organisation and its industry. You have to tell the story of a case of change management in that organisation.

### Environmental and contextual factors analysis

(1) You need to provide an overview of the industry sector that your case organisation belonged to during the Covid-19 period. You should avoid discussing the response to Covid-19, such as self-isolation, social distancing, hand washing and hygiene.

(2) Instead, you should look into the organisational specific changes to shape the company into the new future state. For example, excelling as a virtual employee, empowering virtual work and teams, redeploying resources, cultural change, Leadership change, changing a new process or conducting business in a new way, etc.

(3) You need to provide a specific event which has to be during the Covid period, i.e. 2020-2022.

(4) You need to indicate when the event occurred in your report/presentation. This will provide a better understanding for the reader/audience.

### Application of key concepts on change management to analyse the organisation

You can include any theories, concepts, frameworks on change management in your report. However, you MUST include 2 (or more) of the 4 Main Theoretical Approaches to Change Management in your presentation. Read the week 3 lecture.

### Evaluation of other options available to the organisation/implications

You need to analyse what was done by way of change management. If it was up to you, would you do it differently? (This needs to use some key concepts on change management to support your discussion.)

## Reference List

1. Report must include at least 12 academic references (Scholarly articles)
2. Reference list is NOT a Bibliography. Only include the references you have cited in your essay
3. All referencing must use the Harvard Referencing Style.  This guide provides examples for correct in-text citations and the reference list:  http://uow.libguides.com/refcite/uowharvard for correct referencing.
4. Don't just list the sources you used at the end in the reference list (PLAGIARISM) - Cite your sources within each paragraph of your report.
5. Within the body of the report, provide a source/citation for all ideas, facts, points that you use and are not your own (ie. In-text citation).
6. List each reference in alphabetical order – guided by the Surname of first author that is listed on each article/book (do not rearrange the list of authors in that article)
7. ACADEMIC INTEGRITY – **TAKE IT SERIOUSLY**  https://www.uow.edu.au/academic-integrity/students/index.html


# (B) Presentation Video (20%)

Your Presentation Video is to promote the highlights of your research. You need to gather and process information of your research project, and designs the storyboard for your video and submit a 3-5 minutes video.

- Before submitting your assessment, please check it against this marking rubric.
- Be creative to communicate your key points/messages
- Make your own choice of software and presentation strategies.
- You need to 'Present to camera' means being in the actual video production and you need to present directly to the camera.
- A 3-minute video presentation (no more than 5-minutes)
- All presentation videos are to be submitted to the Moodle submission portal.
- Use Chrome or Firefox as your browser when working in Moodle to avoid technical issues
- 200MB size limit

**The Presentation Video should include the following (is not limited):**

1. Summation of the organisation with identification of the key issues
2. Application of key concepts on change management to analyse the case
3. Recommendations in light of the findings of your research and analysis

**Other useful resources/websites:**

1. Video on critical and analytical thinking   https://youtu.be/dItUGF8GdTw
2. Understanding TURNITIN (Resources to help you interpret Turnitin and similarity overview)
    - https://www.uow.edu.au/student/learning-co-op/technology-and-software/turnitin/
    - https://www.youtube.com/watch?v=iQhKfU_ONNc
3. What is an academic article or scholarly article? https://youtu.be/hPthLF0Syfs
4. **Using the search engine of the UOW library web page will produce all academic/scholarly articles!**