

### Assignment Briefing (level 7)

Module Name	Employee Engagement and Organisational Learning
Module Code	BH 7635
Assignment Title	Engagement
Type of Submission	Essay Question – Online Submission
Weighting of the assignment in the overall module grade	50 %
Word Count/Time allocation (for presentations)	2,000 words (+ or – 10%)
Issue Date	September 2016
Submission Date	no later than <b>09:00 am on 23<sup>rd</sup> January 2017</b> through Turnitin
Date of Feedback to Students	Within 20 working days of the submission date
Where feedback can be found	Online

#### Assignment Task

Please write a 2,000 word essay (excluding references), incorporating elements of the required/recommended readings and any other relevant book chapters and journal articles. The essay must follow the requirements listed on page 4 of this document. It is to be written individually and shall make up 50 % of your final mark.

**Critically discuss the importance of employee engagement for both individuals and organisations and the factors determining the employee engagement.**

#### Background/Context

##### Structure

- Cover
  - Write the module title/KU number/word count
- Contents list
- Introduction
- Analysis (Main Part)
  - It is up to you if you want to create subsections
- Conclusions
- References

\*\*\* Please put page numbers & number any diagrams/figures

### Introduction

A paragraph – a small introduction to the topic

- Mention **WHAT** you are going to show
  - This essay deals with/ This assignment will examine
- &**
- **HOW** you are going to do this (plan)
  - This essay is divided into 2/3/4 sections.
  - It will first consider... It will then go on to describe...
  - Finally some conclusions will be drawn

### Main part (Analysis)

Literature:

- It started from practitioners.
- *Why?*
- Definitions of employee engagement
  - Do not just give definitions! Explain! Avoid many quotations

*Why is engagement important?*

- What do we know from research?
- Outcomes?
- Individuals: Well-being? Better health? Happiness?
- Organisations: Higher profits/financial returns? Improved Performance? Better service climate?

*Factors determining employee engagement?*

- You should draw from one academic model
- Kahn (1990)

OR

- The Job Demands-Resources Model (Demerouti et al., 2001)

## Conclusion

- Recap your main idea in a clear, summarizing manner
- You want the reader to understand the message you intended to communicate
- Keep it short
- Do not introduce any new ideas

## References

- Focus on the quality of your references (academic papers, books)
- You can also use the extra material from StudySpace and the papers used for each session (see references at the end of the slides)

**ESSAY DEADLINE:** Submit your assignment no later than **09.00 am on 23<sup>rd</sup> January 2017** through Turnitin. Indicate the word count on the front cover sheet.

**ESSAY SUBMISSION PREPARATION:** In order to be considered for assessment by the lecturer, the essays have to comply with specific regulations regarding format, style, length, and content.

1. The essays must be submitted in Microsoft Word and must be formatted in Times New Roman 12, 1 ½ spaced, and have margins of at least 2.54 cm on each side. Please use the Harvard style for your referencing.
2. You can exceed the stated word count of 2,000 words by 10%. All body text, including footnotes or endnotes, citations, and sub-titles are included in the word count. Bibliography and appendices are excluded from the word count. Tables, diagrams and other illustration are also excluded from the word count but their number should not exceed two per paper, and students are expected to provide detailed descriptions of the illustrations in the main text of the essay (failing to justify the purpose of the illustrations will be judged superfluous or counterproductive). The required minimum word count is 1,800.
3. If no extension has been granted and a piece of coursework is submitted after the submission deadline, up to 5 working days late, it will receive a maximum mark of 40%. Those later than 5 working days will receive zero. Coursework for which an extension has not been agreed and no mitigating circumstances which is submitted later than 5 working days after the submission date will normally receive a mark of 0%.
4. Marking criteria (see attached).

## Allocation of Marks

Letter Grade	F	C-	C	C+	B-	B	B+	A-	A	A+
Percentage %	1-49	50-52	53-56	57-59	60-62	63-66	67-69	70-74	75-84	>85
PG Grade Band	Fail	Pass			Merit			Distinction		
Criteria										
<b>Demonstrates knowledge and understanding of key features of research-based knowledge relevant to the focal topic.</b>	Inadequate, insufficient or incomplete  Some knowledge of relevant concepts and literature but with important gaps in understanding.	Competent identification of key issues, including recognition of contradictions; supported by some evidence of reflection upon literature.			Strong grasp of material under consideration with clear appreciation of the range of complexities involved.			Outstanding appreciation and critical review of full range of issues, demonstrating excellent knowledge, insight and understanding.		
<b>Considers arguments for and against using different kinds of models (research-based; consultancy) and measures</b>	Inadequate, insufficient or incomplete  Does not address the given issues; analysis inaccurate or not supported by the data presented.	Meets the stated objectives or questions but little attempt is made to relate analysis to relevant literature or context.			Issues accurately analysed and discussed thoroughly in relation to literature and context.			Questions fully addressed with issues discussed in a highly analytical manner, engaging with current debates at a high level.		
<b>Justifies the model chosen to focus on and shows how it might improve management of the focal topic.</b>	Inadequate, insufficient or incomplete	Minimal justification and demonstration of desired consequences.			Model choice analysed and discussed thoroughly in relation to literature and context.			Model choice is fully addressed with issues discussed in a highly analytical manner, engaging with current debates at a high level.		
<b>Explains how the model chosen might offer opportunities to improve management of other areas.</b>	Inadequate, insufficient or incomplete	Minimal discussion of possibilities.			Discussion of other opportunities for improvement clearly related to relevant literature and models.			A fully justified explanation is offered with issues discussed in a highly analytical manner, engaging with current debates at a high level.		
<b>Written quality.</b>	Inadequate, insufficient or	Satisfactory but with			Good presentation, fluent style and			Excellent presentation,		

<b>Structure and fluency, spelling and grammar, referencing, proof reading</b>	incomplete  Inconsistent, unclear structure, many errors, poor proof-reading and/or referencing	some errors remaining.	sound structure and referencing, minimal errors.	structure, written style and referencing, with no errors and with clearly expressed arguments.
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**FEEDBACK ON THE WRITTEN ELEMENTS OF THE MODULE WILL BE BASED ON  
POSTGRADUATE GRADE CRITERIA:**

CLASS	%	GRADE	OVERALL DESCRIPTION	GUIDELINE GRADE DESCRIPTIONS
Distinction	85-100	A+	Outstanding	Your work is of an exceptionally high standard which has the potential for submission for publication in a peer reviewed journal or equivalent.
	75-84	A	Excellent	Your work demonstrates a sophisticated and comprehensive knowledge of the subject area. You have shown an exceptional ability in the appropriate use of the relevant literature, theory, methodologies, practices or tools to analyse and synthesise at Masters level. Your work is well-constructed and demonstrates a professional approach to a academic practice (citation and referencing; appropriate presentation format; clear, accurate English). It addresses the learning outcomes/assessment criteria fully.
	70-74	A-	Very Good	Your work demonstrates strong knowledge of the subject area and the ability to develop an independent and sophisticated argument or evaluation. The ideas you put forward demonstrate exceptional clarity and focus and your work adheres to the principles of good academic practice (citation and referencing; appropriate presentation format; clear, accurate English). It addresses the learning outcomes/assessment criteria fully.
Merit	67-69	B+	Good	Your work demonstrates a well-developed critical and comprehensive understanding of the topic. It shows evidence that you have thoroughly researched the topic(s) and are able to construct an independent, logical argument or evaluation. Your work demonstrates a high degree of ability in the appropriate use of relevant literature, theory, methodologies, practices or tools to analyse and synthesise at Masters level. Your work is well-structured and logically written and demonstrates good academic practice (citation and referencing; appropriate presentation format; clear, accurate English). There is a good attempt to address the learning outcomes/assessment criteria, meeting all of them to some extent and some of them well.
	64-66	B		
	60-63	B-		
Pass	57-59	C+	Satisfactory	Your work demonstrates knowledge of the subject area and the ability to develop an independent, logical argument or evaluation. It shows competence in the appropriate use of literature, theory, methodologies, practices or tools. The development of some ideas in your work is limited but it attempts to analyse materials critically. At times the expression and structure of your work is not clear and you have not consistently followed good academic practice (citation and referencing; presentation format; clear, accurate English). Your work provides some level of response to the learning outcomes/assessment criteria but does not fully address all of the criteria.
	54-56	C		
	50-53	C-		
Marginal Fail	45-49	MF	Unsatisfactory	Your work contains some weaknesses. It provides some evidence that you have understood the topic and that you are able structure arguments or evaluation. Your work demonstrates some ability in the appropriate use of literature, theory, methodologies, practices or tools but not at Masters level. Your work fails to address one or more criteria fully.
Fail	35-44	F	Poor	Your work is unsatisfactory in it demonstrates very limited knowledge of the subject area and does not succeed in grasping the key issues There is little evidence of development of ideas and critical analysis is very limited. The presentation is confused and lacks coherence. Your work does not meet the learning outcomes/assessment criteria.
	0-35		Very poor	Your work demonstrates no real knowledge of the subject area and does not display the critical ability required at this level. Your work does not attempt to address the learning outcomes/assessment criteria adequately.

## **Avoiding plagiarism**

When you write an essay, report or dissertation you should always cite the published sources to which you quote, refer to or use as evidence, otherwise you are likely to be committing plagiarism, which is a form of academic misconduct with potentially very serious consequences. References need to be made both within the text and in a list at the end.

The aim in doing this is to ensure that somebody reading your work can easily find these sources for themselves. This applies to whether you are using a book, a report, a journal article or an Internet site. You will probably know from your own experience how much easier it is to find a reference when a reading list or bibliography is clear and unambiguous. There is help available from the library and online, including a range of videos such as those given below:

[https://mykingston.kingston.ac.uk/library/help\\_and\\_training/Pages/referencing.aspx](https://mykingston.kingston.ac.uk/library/help_and_training/Pages/referencing.aspx).

<http://www.citethemrightonline.com/basics>

Do remember you can submit your work as many times as you like before the final deadline. It is a good idea to check your Originality Report and ensure that any potential plagiarism is eradicated for your work by rewriting in your own words and referencing correctly. The staff on the BLASC desk in the LRC will be able to advise on this. Here you can find out how to access your Originality Report:

[https://studyspace.kingston.ac.uk/bbcswebdav/institution/Support/Student\\_Guide\\_to\\_Turnitin\\_v2.pdf?target=blank](https://studyspace.kingston.ac.uk/bbcswebdav/institution/Support/Student_Guide_to_Turnitin_v2.pdf?target=blank)

Additional helpful resources can be found here:

<http://www.youtube.com/watch?v=1yYf8AihndI>

**The best way to avoid academic misconduct or plagiarism is to use your own words at all times; do not cut and paste from other work.**

## **Illness or other mitigating circumstances**

By submitting an assignment you are declaring yourself fit to take the assessment therefore please make sure that if you are unwell you understand our mitigating circumstances process. The most important thing to do is keep us informed if you are experiencing problems! See our regulations on this link:

<http://www.kingston.ac.uk/aboutkingstonuniversity/howtheuniversityworks/policiesandregulations>

## **Group work and academic misconduct**

Work submitted by a group is the responsibility of the group as a whole. In the unfortunate event of the work being judged to have been plagiarised, the only circumstance in which it is possible that the responsibility for the misconduct would only fall on the group member who actually committed it, would be if there were clear evidence that that member had dishonestly misled the rest of the group as to the source of his/her contribution. This would require clear and contemporaneous evidence of group discussions of the sort which should be available if groups follow the advice given about keeping a log of group proceedings. If the group work is simply allocated amongst the members of the group without any sort of group review of the outcomes, then all the group members are taking on themselves the risk that some element of the work is tainted by academic misconduct. If you are unclear about any of this, you should refer to the University's guide to Plagiarism for further explanation.

