WRITING ASSIGNMENT #2
BMGT 2211

Below are two sets of questions. <u>You are to answer both sets.</u> For <u>each set</u>, please prepare 2 – 3 pages of text, double-spaced and 12-point font.

Set #1 – Employee Motivation

View two (2) of the business case studies at <u>www.businesscasestudies.co.uk</u>. Access these studies via the following:

- Select Case Studies from the top menu bar
- Select People
- Select Motivation

Once you get to the Motivation cases site, choose two (2) of the cases based on the following parameters:

<u>If your last name ends in A – M, choose two from this list:</u>
Virgin
Kellogg's
ARM
Enterprise
Tesco
Siemens

<u>If your last name ends in N – Z, choose two from this list:</u>
NDA
Lloyds TSB
Egg
RBS
Brittanic Assurance
J.D. Wetherspoon

After you read the cases, answer the following questions:

1) Why did you choose the two cases? What intrigued you most about them?

2) If you worked for the organizations, what would you do differently? Support your answers using concepts or ideas from 2 outside resources and 2 – 3 concepts or ideas from our text.

3) How could you apply 3 of these concepts to being a manager at an organization?

Set #2 – Using Teams in Organizations

Chapter 8 of your text focuses on groups and teams. In addition to the information put forth in the chapter, there are many resources about groups and teams available online. The available resources include books, CD's, DVD's, You Tubes, training programs, consulting firms that specialize in helping organizations develop more teamwork, etc.

Using the Internet, find some of these available resources. Try to find links to <u>at least three</u> different types of resources that could be used. Go as far as you can (without paying for or subscribing to anything) to find out what types of help each resource is likely to provide. Cite all resources.

Answer the following questions:

1. If you were doing this search for your company, which of these resources would you be most likely to recommend to your boss and why?

2. Which of the Internet sites that you found were the most helpful and why?

3. Would you recommend to others this method of searching for help? Why or why not?