

Assessment 2 and 3 Essay context and question:

*Active Aging Today (AAT) has hired a consultant to work with their new Administrative Manager, Alex. As you are studying business at university, Alex is very keen for you to explain AAT's management challenges by identifying key concepts from your MGNT110 Introduction to Management lectures and by using academic resources – such as the textbook and journal articles - to justify your response. Your first task is to write an essay answering the question: **What are the challenges facing AAT and how should the Administrative Manager resolve these using key management concepts?***

Assessment 2 and 3 learning tasks:

The case study raises a number of management challenges. For this assessment you are required to: 1) Identify and explain two or three management challenges presented in the case study. 2) Link these two or three management challenges in the case study to relevant management concepts as discussed in the lectures and the textbook (Clegg et al. 2015). 3) Outline how you would attempt to resolve the two or three management challenges and justify your strategies using academic literature (the textbook and other reliable sources including books or journals).

Differentiation between Assessment 2 and 3:

Elements of the assessment	Assessment 2	Assessment 3
Identify and explain two or three management challenges presented in the case study.	Identify and <u>briefly explain</u> two or three management challenges presented in the case study.	Identify and <u>explain via discussion</u> the two or three management challenges presented in the case study.
Link these two or three management challenges in the case study to relevant management concepts as discussed in the lectures and the textbook (Clegg et al. 2016).	Link these two or three management challenges to the relevant management concept <u>by presenting a brief, logical, overview of how the elements of the management challenge relate to a management concept</u> using a limited number of reliable academic literature sources, such as the textbook.	Link these two or three management challenges to the relevant management concept by <u>drawing out relevant contextual points from the case study and relating these to relevant management concepts</u> via the creation of an argument / justification using multiple academic literature sources as supporting evidence.
Outline how you would attempt to resolve the selected two or three management challenges and justify your strategies using academic literature (the textbook and other reliable sources including books or journals).	<u>Demonstrate an understanding of a 'theory-based approach' to addressing the selected management challenges</u> by using limited academic literature sources to shape an argument / justification of strategies to potentially resolve management challenges in the case study.	<u>Demonstrate use of a 'theory-based approach' to addressing the selected management challenges</u> via the creation of an argument / justification that raises valid suggestions based on information derived from multiple academic literature sources.

Assessment 2: Rubric



ASSESSMENT ELEMENT	QUALITY OF STUDENT WORK		
	Excellent	OK	Fail
Identify and explain two or three management challenges presented in the case study.			
Link these two or three management challenges in the case study to relevant management concepts as discussed in the lectures and the textbook (Clegg et al. 2016).			
Outline how you would attempt to resolve the selected two or three management challenges and justify your strategies using academic literature (the textbook and other reliable sources including books or journals).			
Demonstrate the ability to develop an outline of a logical argument			
Correctness of writing, grammar, punctuation etc.			
Demonstrate the ability to undertake proper academic in-text and end-of-text referencing			
Demonstrate the ability to follow Faculty of Business assessment style guidelines for essays.			

Assessment 3: Rubric



ASSESSMENT ELEMENT	QUALITY OF STUDENT WORK		
	Excellent	OK	Fail
Identify and explain two or three management challenges presented in the case study.			
Link these two or three management challenges in the case study to relevant management concepts as discussed in the lectures and the textbook (Clegg et al. 2016).			
Outline how you would attempt to resolve the selected two or three management challenges and justify your strategies using academic literature (the textbook and other reliable sources including books or journals).			
Demonstrate the ability to develop an outline of a logical argument into a developed essay argument			
Correctness of writing, grammar, punctuation etc.			
Demonstrate the ability to undertake proper academic in-text and end-of-text referencing			
Demonstrate the ability to follow Faculty of Business assessment style guidelines for essays.			
Demonstrate the ability to incorporate feedback into the development of future work.			