

Organizational Analysis Project (Part I & Part II)

Goals: To demonstrate your understanding of three theories/concepts from this course and apply them to actual phenomena in an organization by providing specific examples related to each theory/concept.

Instructions for Part I (Due: Thursday, April 7 at 10 AM):

- Select three theories/concepts from this course. You will provide examples of these theories/concepts in your final paper.
- You can use only one management theory in Chapter 2 & 3 in this paper. This is because some management theories contradict each other. Select other two theories/concepts after Chapter 4.
- Write a page summary of each theory/concept (double-spaced) citing the textbook in APA. Make sure to explain each theory/concept for readers who are not familiar with the theory/concept. Avoid direct quotes, and write a summary of each theory/concept with your own words.
- Use the selected theory/concept as a header, and attach a Reference page at the end. (You should have four pages in total). A cover page is optional for Part I.
- **Examples:** Taylor's Scientific Management, Organizational Culture, Emotional Labor, and References

Instructions for Part II (Due: Thursday, May 5 at 10 AM):

- Find an organization, in which you can conduct an analysis on their management and internal communication. You can also conduct an analysis of your current/former organization (e.g., a restaurant for which you are/were working) based on your observation and personal experience. If you do not have any work experience, ask your family member or friend to share his/her experience.
- Collect necessary information through appropriate methods (e.g., brochure, website, social media sites, interviews, etc.) for your extensive analysis. In the paper you can use a pseudonym for the organization and your interviewee(s), if the organization prefers (please ask the contact person), but please note that you would be using a pseudonym in the paper.
- Apply the three theories and/or concepts from the Part I assignment to the organization, do analysis on the three cases, and type 8-10 page paper

excluding a cover page and reference page.

- You need a minimum of 3 academic sources (e.g., books, peer-reviewed journal articles, but not .com websites. *Please access to the library website (http://libguides.wku.edu/how_to) to learn about “peer-reviewed” journal articles. Read academic journal articles and books). You can include the textbook as one of the required sources. These sources can be used to add information on each theory/concept summary and/or to support your examples. Make a cover sheet and a separate sheet of References conforming to APA style. (Note: these two pages are not included the required page numbers above.)
- Your paper must follow APA style (6th ed.). To avoid plagiarism, be sure to include appropriate citations both in the paper and the reference page.
 - When describing the organization, make sure to cite the sources (e.g., website, their flyer, personal communication, etc.).

Instructions for Paper Writing:

Have a cover sheet conforming to APA style. (Please see a separate file of the instructions, if you are not familiar with APA)

In your paper make sure to have the following headers except “Introduction.” (APA does not require the introduction heading)

Start with Introduction (**no heading - approx 1/2 to one page**)

First, introduce a topic of this paper by gaining readers’ attention, but in written language. This is not an introduction of a speech, so avoid interrogative sentence and use affirmative sentence. For example, you may first introduce the significance of the industry of the organization (e.g., the increasing number of restaurants in this area) to gain readers’ attention. Next, describe how you have gained the access to the organization. Then, tell readers how you collected all information. In the final paragraph, state the purpose of the paper and provide a preview to guide readers.

Overview of the Organization (approx 2/3 to one page)

Under this heading, you will introduce the organization you investigated.

Provide an informational and historical background including the name of the organization (or pseudonym with a note), an explanation of its business/products/services, size/employees, units/departments, mission statement/policy, structure, operation, etc. You can also use a metaphor to describe the organization (e.g., like a family). Be sure to have all citations appropriately (e.g., employee manual, the organizational website, personal interview, etc.) when you describe the organization. Make sure to cite the source (e.g., website, personal communication) in the description conforming to APA.

Also include one paragraph to provide an overview of communication within this organization including comm. flow (e.g., downward, upward, horizontal) and comm. channels (e.g., Face-to-Face, email, text, video, etc.). If you plan to discuss communication with a specific theory/concept in the following sections, please mention your plan here. (e.g., their communication will be discussed in the analysis, etc.)

Organizational Analyses (approx 2-3 pages per case)

This is the most important section of your paper. Under this heading, you will apply at least three different theories/concepts (Case 1, 2, and 3). Use a sub-heading for each theory (or concept).

Case 1 (Please have the same format in the second and third cases)

Theory or Concept (approx 1/2 to one page per case)

You can use your theory/concept summary under this subheading.

Examples in the Organization (approx 1 to 2 pages per case)

Describe at least two specific examples that match the theory/concept you defined above. Referring back to the definition of the theory/concept with appropriate citation(s), give detail of each example in the organization. Make sure that your examples match your summary of the theory/concept above. The examples can be problems relating to your theory/concept summary. For example, Taylor's theory suggests the importance of efficiency, but you may provide an example of inefficiency relating to his theory.

Case 2 (Please have the same subheadings as Case 1 above)

Case 3 (Please have the same subheadings are Case 1 above)

*Note: If you use a management theory (from Chapter 2 or 3) in Case 1, you cannot select another management theory from Chapter 2 & 3 for Case 2 and 3. Apply another theory/concept from Chapter 4 or later chapters.

Conclusion (approx 1/2 page)

Provide a short paragraph to summarize the entire paper.

- The following page shows how you should locate these headings conforming to APA style.

*This paper should be double-spaced throughout.

A separate Cover Sheet (APA style)

Start with Introduction (No heading)

Overview of the Organization

Make sure to include the characteristics of communication in the organization

Organizational Analyses

Case 1

Theory/Concept. Go back to your Part I assignment to provide a summary of the theory/concept with your own words with appropriate citations (Avoid direct quotes). You may add more sources to explain the theory/concept.

Examples in the organization. Referring back to the theory/concept above, provide detail of each example that relates to the theory/concept above. You may add academic source(s) to support your examples.

Case 2

Theory/Concept. Go back to your Part I assignment to provide a summary of the theory/concept with your own words with appropriate citations (Avoid direct quotes). You may add more sources to explain the theory/concept.

Examples in the organization. Referring back to the theory/concept above, provide detail of each example that relates to the theory/concept above. You may add academic source(s) to support your examples.

Case 3

Theory/Concept. Go back to your Part I assignment to provide a summary of the theory/concept with your own words with appropriate citations (Avoid direct quotes). You may add more sources to explain the theory/concept

Examples in the organization. Referring back to the theory/concept above, provide detail of each example that relates to the theory/concept above. You may add academic source(s) to support your examples.

Conclusion

(Insert Page Break to make a separate page of References)

References

Note: personal communication (e.g., interview) should NOT be listed on References because it is not replicable in the future. References are to provide source information for future researchers. Cite your interview as personal communication in your paper only. For detail, please see:

<https://owl.english.purdue.edu/owl/resource/560/11/>

Grading Criteria

Did the paper have an effective introduction?

Did the author effectively introduce the organization

Including communication within the organization?

(For each case)

Was the theory/concept introduced and explained clearly?

Were the examples clearly and specifically described?

Were the examples appropriate?

Writing Skills

(Effective wording, good sentence structure, good paragraph structure? Free from spelling & grammatical errors?)

Did the paper have an effective conclusion?

Use of own words (Excessive direct quotes will be penalized)

Were academic sources effectively used?

Were the research sources appropriately cited in the paper with APA style?

Was a reference page attached in APA format?

Was a cover page attached in APA format?

Fulfillment of all other requirements

(e.g., Required Academic Sources, Page Length, Use of Headings, Management theory requirement, etc.)