

scm hrd DEEV 2014
mwm My Writing Master &

ftc PRESENTS **face the Case**
a case study competition

1_HRM_8EA14S58

General Guidelines

Each case will have two parts : 1 & 2

Part 1 (1000 words)

You need to write on “My approach to solve this case” in 1000 words. This part is to be written in sequential point wise format. Addition of graphical objects like images, charts, screenshots etc to explain your point will be favorable. It has to be written in an explanatory format as if you are teacher presenting on your approach for solving this case. The content should be originally written and not copied from any other source.

Part 2 (1000 words)

This part should have solution of the case written in 1000 words (excluding references) keeping the following things in mind.

1. The solution is to be in hand typed and not copy pasted word doc format. Your solution will undergo plagiarism check through “Turnitin” software. Only 5% plagiarism is allowed excluding references. Case solutions with more than 5% plagiarism will automatically be disqualified.
2. The solution should have word doc enabled “in text” (citations) and “out text” (bibliography) referencing in APA format. To know about in text/out text referencing and APA formatting click on this [link](#)
3. Formatting : Your solution should have **Automatic table of content, Word doc enabled in text and out text referencing, Cover page, Times Roman 12 Font, Double spacing paragraph spacing**. To learn on these formatting tools please check this [link](#) and check each and every link on the page which opens.
4. An academic case study should definitely focus on
 - The problem at hand
 - Linking the problem with theoretical concepts
 - Suggesting solution/analyzing it with your own creativity and
 - Concluding the case.

Please **do not write executive summary** in the solution. Please bear in mind that a case solution with relevant images, charts and logical flow are always interesting to read.

5. Once again : DO NOT MISS IN TEXT/OUT TEXT REFERENCING in your solution and it should be PLAGIARISM FREE.

Marking criteria

Apart from some specific marking criteria provided in the case study documents, your case solution will also be marked on some standard marking criteria like

- Efforts in analyzing the case,
- Creativity of ideas and linking with existing theories,
- Command on written English and
- Adherence to above mentioned formatting standards

Important Dates

Date and Time of launch : 12 December 2014, 11:00 AM IST

Last date for submission : 21 December 2014, 12 Noon IST

Announcement of results : On or before 23 December 2014 5PM IST

Dispatch of Prizes : On or before 5 JAN 2015

-----**END OF GENERAL GUIDELINES**-----

CASE GUIDELINES (This is a case offered to Marketing students of MBA university in London)

What kinds of behaviors do we expect of effective business leaders? What pitfalls do successful business leaders avoid? Because culture is a relevant factor for evaluating a leader's success, you should specifically focus on western culture. Support your general claims with concrete details and examples from the given sources.

(There are 5 sources. You can use these sources to write the essay)

- Chaleff, I. (April, 2011). – The courageous follower: Standing up to and for our leaders.
- Greenleaf, R. K. (2003). – The servant as leader.
- Johnson, C. E. (2009). Standing on moral common ground.
- Kouzes, J. M. & Posner, B. Z. (2003). The five practices of exemplary leadership.
- Sashkin, M. (2010) – The visionary leader.

Marking

Assignment will be assessed according to the following criteria:

Relevance of the answer to the set question

A clear, well organized and logical argument based on the evidence/ideas in the assigned sources

Appropriate APA referencing, both in the in-text citations and the reference list

Clear written expression, using a formal (not conversational) tone, i.e. grammar, punctuation, word choice, academic style, and sentence structure

Clear presentation with title page, page layout, and correctly formatted APA reference list

It is important that you use supporting evidence and reference your sources correctly. You should summarise and paraphrase, using your own words instead of direct quotes. If you absolutely must use direct quotes, please make sure they are very short, less than two lines. Make sure to comment on any source material, explaining how it helps to develop your argument.

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Markers' checklist

- * Covers main ideas
- * Does not include unrelated information
- * Refers to the question throughout essay

- * Introductory paragraph contains orientation, outline and thesis statement (focused topic and claim on the topic)
- * Clear overall organisation of essay with paragraphs organised according to topic,
- * Clear internal paragraph organisation, with the topic stated in a topic sentences, and all sentences in paragraph relevant to the topic,
- * Conclusion contains thesis statement, summary, and future action/consequences/implications
- * Uses relevant evidence appropriately
- * Paraphrases and summarizes information meaningfully with minimal direct quotations
- * References correctly according to APA style
- * Makes judgements based on evidence and logic
- * Compares and discusses contradictions in evidence
- * Makes links between various ideas
- * Demonstrates a global and intercultural perspective
- * Appropriate editing of the grammar, punctuation, spelling and word choices
- * Conforms to formal academic English standards
- * Separate title page with the student name, student number, course code, word count and the question clearly stated
- * Margins 3 cm, surname/page number in top right corner of every page, font 11 or 12 pt (Arial or Times New Roman), 1.5 or 2 line spacing and indentation to mark new paragraphs