

scmhrd DEEV 2014
mwm My Writing Master &

face the Case
a case study competition

3_HRM_8EA14S35

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)

Description: The role of power and politics in organisations.

Power and politics are very much part of organizational life. To succeed managers need to understand the meaning of power and politics, how power is acquired and how politics should be utilised. Power and politics may be the sources of solutions but can create problems in organisation. This essay asks you to explore the issues associated with power and politics in organisational life.

Your essay should include the following:

- Define the concept of power in the workplace.
- Define the concept of politics in the workplace.
- Explain how a manager could work to acquire power.
- Explain how a manager could work to become politically active.
- Discuss the impact of power and politics in organisations.
- Discuss some of the ethical implications of power and politics in organisations.

The Essay requires:

- A thorough research and treatment of the contemporary literature in the topic area.
- A range of references that should demonstrate breadth and depth of research.
- The incorporation of personal/organisational examples as illustrative evidence.
- An ability to utilise the wider literature in constructing the narrative is displayed throughout.
- A display of critical evaluation and diagnostic skills in the choice of the data included.
- A display of critical evaluation in the choice of the information sources used.
- Appropriate and accurate use of the Harvard Referencing System.

Marking Criteria

The introduction includes the following:

- An introductory sentence or two related directly to the question.
- A definition or explanation of a key term, cited from your discipline.
- A clear statement of the focus of the essay or the position being argued, your opinion statement.

The student has:

- Interpreted the instruction/question properly.
- Clearly addressed the topic with appropriate elaboration of relevant sub-topics.
- Demonstrated an understanding of necessary concepts/perspectives/theories.
- Has identified sufficient and appropriate material from relevant and credible sources to effectively support the key points.

The student has:

- Incorporated and applied appropriate theory throughout.
- Key academic perspectives/views used to develop arguments.
- Quality of the discussion, which is supported by theory.
- Compared and contrasted the views of different authors as part of their analysis.

The student has included in the conclusion:

- A brief summary of the main ideas presented in the essay.
- Confirmation of the opinion included in the introduction.
- Final evaluative comments on the relative importance of the arguments.

The student has:

- Presented ideas and assertions that are substantiated through use of high quality reference material.
- Provided in-text referencing.
- Applied the Harvard Referencing style using the correct technique.
- Used a minimum of 8 references, including textbooks and journal articles.
- Appropriately presented and formatted the Reference List in alphabetical order.

The student has:

- Identified the key essay elements (i.e. introduction, body, conclusion).
- Given each section/paragraph a clear focus and line of thought.
- Provided a writing style that is appropriate to the task.
- Used writing that is fluent and grammatically correct, with appropriate punctuation.
- No spelling or typing errors and given due regard to the rules of capitalization and abbreviation etc.