Assignment Brief

Programme Name	Pearson BTEC Level 5 HND in Business		
Unit Number and Title	Unit 4 Leadership and Management		
Credit Value	15	Unit Level	4
Academic Year	2023-24	Cohort	15 (September 2024)
Unit Tutor(s)	Sarwat Amina, Dr Sukru Yurtsever		
Assignment Title	Part A: Leadership and Management in the Workplace Part B: Motivational Strategy & Performance Management Plan		
Issue Date	11 November 2024		
Submission Deadline	Sunday 19 January 2025 at 11:59 p.m.		

Guideline for Final Submission

- The submission must be in the specific format(s) as indicated in the submission format sections.
- The assignment should be submitted in a MS Word© format, or equivalent.
- Please rename your assessment before submission as: **Unit 4_LM_Your Name_Your College ID**.
- The assignment has **TWO** parts. Please read both parts carefully.
- you should start writing your assignment as soon as you receive the assignment brief and obtain formative feedback from your lecturer during teaching weeks. Please note, you are entitled to obtain **ONE** formative feedback for this unit.
- There will be only one submission link in Turnitin. You are required to compile **Part A** and **Part B** into one Microsoft Word file for submission.
- The assignment should be written in using 1.5 line spacing and font Times New Roman size 12 or Arial size 11 in the body of the text.
- Please ensure to make use of appropriate headings (Times New Roman **Bold**, size 16 or Arial **Bold**, size 16), subheadings (Times New Roman **Bold**, size 14 or Arial **Bold**, size 14), paragraphs (Times New Roman size 12 or Arial size 11), and subsections.
- Attach an assignment "**cover page**" and "**table of content page**" to each part of assignment you submit.
- Make sure you state the word count on the cover page. Please note that the cover page, table of content page and the Bibliography/ Reference list are not included to limit the words

Learner Declaration

Please include below declaration along with your signature and date on the cover page of your assignment before submission.

I certify that the work submitted for this assignment is my own. Where I have used the work of others to support my work, I have acknowledged all credits. I have identified and acknowledged all sources used in this assignment and have referenced according to the Harvard referencing system. I have read and

understood the Plagiarism and Collusion section provided with the assignment brief and understood the consequences of plagiarising.

Signature: …………………………………………   **Date:** ……...……………………………………

Assignment Part A: Leadership and Management in the Workplace

Submission Format

The assignment submission is in the form of:

- a **case study report**, written in a concise style. You are required to make use of headings, paragraphs and subsections as appropriate. The recommended word limit is **2,000–2,500 words**, although you will not be penalised for going under or exceeding the total word limit.

All work must be supported with research and referenced using the Harvard referencing system. You will need to provide a bibliography using the Harvard referencing system. Inaccurate use of referencing may lead to issues of plagiarism if not applied correctly.

Unit Learning Outcomes

LO1 Examine leadership and management theories and principles, and their impact on the effectiveness of an organisation

LO2 Review the influence of different leadership and management styles on the culture of organisations

Vocational Scenario, Activity and Guidance

You are working at **Currys** that is one of a chain of retail stores owned and operated by a large multinational company. The stores sell various products, including personal computers, smartphones, tablet computers, smartwatches, digital media players, software and both branded and selected third-party accessories. Customers can shop by either walking into the store, buying online or reserving a shopping one-to-one session. Store employees receive above-average pay, are offered money towards education and healthcare and receive product discounts. However, there are limited or no paths of career advancement. You have recently been employed as a sales team leader on the shop floor, reporting to the sales solutions manager.

Case study report

As a new employee, you are to complete onboarding training to help you understand leadership and management in action. As part of this onboarding process, you have been asked to undertake a case study report which;

- Critically evaluates leadership and management in the company, researching theories and the impact they have on decision-making and the factors that influence culture within Currys.
- You should examine and compare at least three different styles of leadership and management approach taken in a business context from Currys to evaluate their effectiveness and the impact that the leadership and management role has on culture and performance.
- Research additional examples of digital tech store businesses and use them to support your analysis and evaluation.

Assignment Part B: Motivational Strategy & Performance Management Plan

Submission Format

The assignment submission is in the form of:

- a **strategy report,** written in a concise. You are required to make use of headings, paragraphs, subsections and illustrations as appropriate. The recommended word limit is **2,000–2,500 words**, although you will not be penalised for going under or exceeding the total word limit.

All work must be supported with research and referenced using the Harvard referencing system. You will need to provide a bibliography using the Harvard referencing system. Inaccurate use of referencing may lead to issues of plagiarism if not applied correctly.

Unit Learning Outcomes

LO3 Develop a motivational strategy to optimise organisational performance

LO4 Apply leadership and management approaches to managing performance to ensure continuous improvement

Vocational Scenario, Activity and Guidance

Following on from your onboarding training, you have been tasked with devising motivational strategies and managing performance for your sales team at **Currys**. You have previously worked in a similar role, so feel you can bring a different perspective on the team's work to help members develop and improve. In this regard, you have been requested to produce a comprehensive motivational strategy and performance management plan for your team

Motivational strategy

Your motivational strategy plan needs to work out how you will get the whole team on board to enable you to meet business plan targets.

- You will produce a comprehensive motivational strategy for Currys that considers both intrinsic and extrinsic motivation alongside social, cultural, and organisational variables. The strategy should be supported with appropriate literature.
- It should be clear how the strategy supports the achievement of business objectives.
- Your motivational strategy should consider a range of financial and non- financial incentives to both encourage successful performance and support unsuccessful performance.

Performance Management Plan

Further to your strategy,

- You are to create a performance management plan that applies appropriate leadership and management approaches for managing performance and continuous improvement across a range of business situations at Currys.
- This plan should also consider an assessment of how leadership and management approaches for managing performance support continuous improvement and make recommendations to improve performance management that will ensure continuous improvement at Currys.

Recommended resources

Please note that the resources listed are examples for you to use as a starting point in your research – the list is not definitive

Weblinks

www.bbc.co.uk - BBC Learning English "The Handy guide to the gurus of management" (Podcast)

www.businessballs.com - Business Balls "Likert's management systems" (Article)

www.businessballs.com - Business Balls "Motivation and improving workplace performance" (Resources)

https://businessjargons.com - Business Jargons "Motivation" (Article)

www.mindtools.com - Mind Tools "How to motivate your team" (Article)

Textbooks:

Kelly, P. and Cole, G. (2020) *Management: Theory and Practice*. 9th Ed. Andover, Hants: Cengage Learning EMEA.

Mullins, L.J. and Rees, G. (2023) *Management and Organisational Behaviour.* 13th Ed. Harlow: Pearson.

Adair, J. (2022). *Develop Your Leadership Skills: Fast, Effective Ways to Become a Leader People Want to Follow*. 5th Ed. London: Kogan Page.

Orti, P. and Middlemiss, M. (2019). *Thinking Remote. Inspiration for Leaders of Distributed Teams*. London: Virtual Not Distant.

Journal Articles:

Harris, A. and Jones, M. (2018) 'The dark side of leadership and management', School Leadership & Management, 38(5), pp. 475–477. Available at: https://doi.org/10.1080/13632434.2018.1509276

Liphadzi, M., Aigbavboa, C.O. and W.D. Thwala, W.D. (2017) 'A theoretical perspective on the difference between leadership and management', Procedia Engineering, 196, pp. 478–482. Available at: https://doi.org/10.1016/j.proeng.2017.07.227

Sobratee, N. and Bodhanya, S. (2018) 'Leading in a global context: The balancing act between leadership and management', Journal of Business and Retail Management Research, 12(4), Available at: https://doi.org/10.24052/JBRMR/V12IS04/ART-06

MacDonald, P., Kelly, S. and Christen, S. (2019) 'A path model of workplace solidarity, satisfaction, burnout, and motivation', International Journal of Business Communication, 56(1), pp. 31–49. Available at: https://doi.org/10.1177/2329488414525467

Manganelli, L., Thibault-Landry, A. and Forest, J. (2018) 'Self-determination theory can help you generate performance and well-being in the workplace: A review of the literature', Advances in Developing Human Resources, 20(2), pp. 227–240. Available at: https://doi.org/10.1177/1523422318757210

HN Global

HN Global (2021) Reading Lists. Available at: https://hnglobal.highernationals.com/learning-zone/reading-lists

HN Global (2021) Student Resource Library. Available at: https://hnglobal.highernationals.com/subjects/resource-libraries

HN Global (2021) Textbooks. Available at: https://hnglobal.highernationals.com/textbooks

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
LO1 Examine leadership and management theories and principles, and their impact on the effectiveness of an organisation		**LO1 and LO2** **D1** Critically evaluate the impact of different approaches to leadership and management.
P1 Discuss different theories of leadership in relation to the management activities in different organisations. **P2** Explore different theories of management in relation to the management and leadership activities in different organisations.	**M1** Analyse the impact of the application of leadership and management theories on the effectiveness of a large organisation.	
LO2 Review the influence of different leadership and management styles on the culture of organisations		
P3 Assess the application of different leadership and	**M2** Compare the impact of leadership and management	

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management styles in a range of business situations in different organisations.	styles on decision making in different organisations.	
P4 Examine the factors that influence the development of the culture in organisations.	**M3** Evaluate the importance of organisational culture on the performance of different organisations.	
LO3 Develop a motivational strategy to optimise organisational performance		
P5 Produce a motivational strategy for an organisation that supports optimal achievement of organisational objectives.	**M4** Produce a detailed motivational strategy for an organisation that addresses intrinsic and extrinsic motivation.	**D2** Produce a comprehensive motivational strategy that effectively addresses all variables of motivation to enhance organisational performance.
LO4 Apply leadership and management approaches to managing performance to ensure continuous improvement.		
P6 Apply appropriate leadership and management approaches for managing performance and continuous improvement to a range of business situations.	**M5** Assess how leadership and management approaches for managing performance supports continuous improvement.	**D3** Make recommendations to improve performance management that will ensure continuous improvement.

Plagiarism and Collusion

- The College will seriously deal with any act of plagiarism and collusion.
- Plagiarism occurs when excerpts, ideas, passages taken from other sources are not adequately acknowledged and referenced both in the body of the text and in the reference section.
- Collusion can is the submission of work produced in collaboration for an assignment based on the assessment of individual work. It is a severe academic offence to share a learner's work with others who submit a part or the whole of it as their work.
- The College has mechanisms in place to detect plagiarism and collusion. The learner should understand the guidelines of the Academic Misconduct Policy regarding plagiarism and what the College considers to be an academic offence.