



Individual Essay

Preparation



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Word count: 3000 words (excluding bibliography and appendices)



TOPIC

“Critically discuss the view that planned change programmes may be harmful to organizations. In your answer, please consider alternatives to planned change. Also, please draw on relevant scholarly literature on organizational change management, continuity and creativity.”

Note 1

Please note that Business School rules regarding late submission and plagiarism apply.

Note 2

Please make use of the Business School Guide to Writing Essays, and the Business School Guide to Referencing, which you must follow in writing your essay.



Marking Criteria

Essay Preparation

How would Generic Marking Criteria be applied to the following essay question?



Knowledge and understanding of the subject:

Here you will demonstrate that you understand the field of study of OCM (Organizational Change Management), the concept of planned change and also the critical perspective on change, which demonstrates the difficulties of such an approach.

Cognitive/Intellectual Skills:

Here you will demonstrate a detailed understanding of the possible merits and difficulties of planned change and you will also construct a coherent and cohesive argument wherein you demonstrate clear and some original thinking about the way that models of planned change have been discussed and used in theory and practice. You will demonstrate an ability to offer alternative ideas for the long-term sustainability of organizations, which may be more sensitive to stakeholders, e.g. approaches that emphasize continuity and/or creativity. You will provide a well developed and considered discussion on how these alternative approaches could be introduced and in what context.



Use of research informed literature:

Demonstrate a detailed understanding of module reading material relevant to the question on OCM, critical perspectives on change, and literature on continuity and creativity. Demonstrate that you have also engaged in independent research and refer to additional scholarly articles in organization and management studies, change management, and other areas such as creativity research. All literature cited must be relevant and contribute to the overall argument (i.e. not just included to demonstrate you have, and avoidance of plagiarism essential. Also, illustrating your answer with e read it). Appropriate referencing is essential (Business School Conventions). Reference to relevant practical examples to illustrate your answer is also necessary.

