

International Higher Diploma in Business Study

Aim University Group | Assignment Brief

Student Name/ID Number	
Unit Number and Title	Term Papers ORGANISATIONAL BEHAVIOR
Academic Year	Spring 2024
Unit Tutor	
Assignment Title	LO2. Utilize theories of motivation and engagement to design strategies that enhance employee productivity and foster a positive work environment.
Issue & Submission Deadline	
Sign here I hereby place my signature to affirm the authenticity of this submission and declare that it is free from plagiarism. I acknowledge that a failing grade may be assigned if any form of plagiarism is identified.	
X	
<p>Learning Outcome 2</p> <p>Kingston Manor, a luxurious short-term vacation accommodation located centrally in Halfway Tree, in the heart of the busy uptown commercial district, is gearing up for its grand opening event. The event aims to showcase the property's upscale amenities and services while creating buzz and attention in the local and international hospitality scene. You are junior managers and will be leading and managing the project team consisting of event planners to ensure a memorable and successful event.</p> <p>Assignment Requirements: <i>This assignment covers key theories of motivation, application of these theories to organizational situations, and the design of work, reward, and benefit packages considering various influencing factors. You will explore both content and process theories of motivation, engage with strategies to enhance workplace motivation and productivity, and delve into the application of these theories in designing work and compensation packages to meet organizational goals.</i></p> <p><i>Task 1: Structured Essay (AC2.1)</i></p> <ul style="list-style-type: none">• Objective: Critically evaluate different content and process theories of motivation.• Requirement: Write a structured essay (500-650 words) <p><i>Task 2: Design a Motivation and Engagement Strategy (AC2.2)</i></p> <ul style="list-style-type: none">• Objective: Create a strategy for motivating a hypothetical or real team.• Requirement: Provide a detailed plan that outlines the steps and measures to implement the strategy effectively. Strategy length: 750-850 words. <p><i>Task 3: Justification Presentation (AC2.3)</i></p> <ul style="list-style-type: none">• Objective: Present and justify the chosen motivational strategies.• Requirement: Create a presentation (15-20 slides) that outlines the expected outcomes and potential challenges of your strategy.	
Total Length of Paper: 2,000 words – individual essays.	

SUBMISSION GUIDELINES:

• Submission Guidelines:

- Submit Task 1 and Task 2 as a single document in PDF format.
- Task 3 should be submitted as a PowerPoint file or PDF with detailed speaker notes.
- Ensure all references are cited in Harvard Referencing format.
- Deadline: See the Academic Calendar

GENERAL GUIDELINES

- I. Make sure to **sign this declaration and include this cover paper with your submission.**
- II. Review the instruction given with each assignment enclosed, and present your answers as directed.
- III. Ensure your answers meet the word count, are well-organized, articulate, and supported by the case study, research, and relevant industry knowledge.
- IV. Use clear and concise language.
- V. Follow the Harvard Referencing Standards for in-text and end-of-text referencing in the bibliography.
- VI. Where there is no recommended word limit for a question, aim for medium-length answers typically ranging from 250 to 300 words.**
- VII. Before submitting, proofread your work using Grammarly.com for grammar, punctuation, spelling errors.
- VIII. Utilize the provided site for citing your work and creating Harvard References: <https://www.citethisforme.com> **or** <https://www.scribbr.co.uk/referencing/generator/harvard/>.
- IX. Conduct a plagiarism check and generate the report using <https://www.grammarly.com/plagiarism-checker>.
- X. Mandatory: Perform a plagiarism check for the entire work and submit the plagiarism report with your assignment.**
- XI. Set page margins to 'moderate' under the 'Layout' tab.
- XII. Double-space (2.0) all text, including headings.
- XIII. Use an accessible font (e.g., Times New Roman 12pt., Arial 11pt., or Georgia 11pt.).
- XIV. Your work will only be marked if submitted as a PDF file.**
- XV. Submit your assignments online. You will be provided the link to upload.**

IMPORTANT:

- You will receive a Fail Grade for this assignment after we have reviewed and checked your work and any part of your work is copied from other sources and not paraphrased or is by identified as generated by Ai.
- You must paraphrase everything (in your own words) and in your bibliography, reference ALL sources used.

Assignment Brief

Case Study

Context for Task 2 & 3: Case Study: Kingston Manor Grand Opening Event

You are the junior manager at Kingston Manor, luxurious short-term vacation accommodation located centrally in Halfway Tree, in the heart of the busy uptown commercial district. The property is gearing up for its grand opening event. The event aims to showcase the property's upscale amenities and services while creating buzz and attention in the local and international hospitality scene. You are directly in charge of operations and leading the team consisting of the event planners.

LO2 ASSIGNMENT. CARRY OUT THE FOLLOWING TASKS:

Three (3) Individual Essay and Tasks

Task 1: Structured Essay (AC2.1 /P1)

- Objective: Critically evaluate different content and process theories of motivation.
- Requirement: Write a structured essay (500-650 words) that:
 - Demonstrates a clear understanding of the key models and their assumptions.
 - Applies these theories to real-world organizational examples.
 - Analyzes the impacts of these theories on an effective organizational workforce.

Task 2: Design a Motivation and Engagement Strategy (AC2.2/P1/M1)

- Objective: Create a strategy for motivating a hypothetical or real team.
- Requirement:
 - Incorporate elements from the evaluated theories to address diverse employee needs and organizational goals.
 - Provide a detailed plan that outlines the steps and measures to implement the strategy effectively.
 - Strategy length: 750-850 words.

Task 3: Justification Presentation (AC2.3/M1/D1)

- Objective: Present and justify the chosen motivational strategies.
- Requirement:
 - Create a presentation (15-20 slides) that outlines the expected outcomes and potential challenges of your strategy.
 - Explain how the strategy aligns with organizational values and objectives.
 - Adapt personal perspectives, traits, and attributes to justify improvements that influence and enhance employee motivation and create an effective workforce.
 - Include speaker notes for each slide to elaborate on the key points.

Submission Guidelines:

- Submit Task 1 and Task 2 as a single document in PDF format.
- Task 3 should be submitted as a PowerPoint file or PDF with detailed speaker notes.
- Ensure all references are cited in Harvard Referencing format.
- Deadline: See the Academic Calendar

Assessment Rubric:

Your work will be assessed on the following criteria:

- Depth of understanding of motivation theories.
- Application of theories to practical organizational examples.
- Originality and feasibility of the motivation and engagement strategy.
- Clarity and persuasiveness of the justification presentation.
- Adherence to academic writing standards and APA citation format.

Good luck, and ensure your work reflects both your understanding of the theories and your creativity in applying them to organizational contexts.