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	**LO3. Exploring the Dynamics and Structures of Various Organizational Teams.**
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.

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Learning Outcome 3

Kingston Manor is a newly established luxury vacation home rental located in the vibrant community of Halfway Tree. As it prepares for its grand opening, the management aims to showcase its unique offerings, including exquisite accommodations, personalized services, and exceptional event spaces. The event planning department, led by junior managers, is tasked with orchestrating a grand opening that will not only unveil Kingston Manor's luxury and elegance but also establish its reputation as a premier destination for high-end vacationers and event planners.

Assignment Requirements:
Learners, as junior managers, are tasked with producing an Analytical Report

Contribute to Effective Teamworking *(P4/AC 3.1): Analyze how each team contributes to the grand opening's success, focusing on their roles, dynamics, and outcomes. Propose ways to improve inter-team communication and collaboration.*

Explore Team Theory Relevance *(P5/AC 3.2): Discuss how group behavior and team theory apply to the formation and management of these teams. Analyze how understanding these theories can improve team effectiveness.*

Address Challenges and Strategies *(M3): Identify the challenges faced by each team and propose strategies to overcome these challenges. Focus on practical solutions that enhance teamwork and event outcomes.*

Reflect on Personal Contribution (D2)*: Reflect on your contribution to the team's efforts and dynamics. Evaluate your skills and contributions critically and make justified recommendations for personal improvement in team settings.*

Total Length of Paper: 1,350 words – individual essays.

SUBMISSION GUIDELINES:

- **Submission Guidelines:**
- Submit a single document in PDF format.
- Use headers (titles) for the different assignments (tasks P1/AC3.1, M1, etc.)
- 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.

Case Study: Kingston Manor Grand Opening Event

Kingston Manor is a newly established luxury vacation home rental located in the vibrant community of Halfway Tree. As it prepares for its grand opening, the management aims to showcase its unique offerings, including exquisite accommodations, personalized services, and exceptional event spaces. The event planning department, led by junior managers, is tasked with orchestrating a grand opening that will not only unveil Kingston Manor's luxury and elegance but also establish its reputation as a premier destination for high-end vacationers and event planners.

Team Formation and Dynamics

For the grand opening, the event planning department forms several teams, each with a specific focus:

Project Management Team: Oversees the entire grand opening event, ensuring that timelines are met, and the event aligns with Kingston Manor's brand image.

Marketing and Promotion Team: Responsible for creating buzz around the grand opening, utilizing both digital and traditional marketing strategies to attract potential guests and media attention.

Logistics and Operations Team: Handles the logistics of the event, including venue setup, catering, security, and guest services.

Entertainment and Guest Experience Team: Curates experiences for guests, selecting entertainment, and ensuring the event is memorable and aligns with the luxury standards of Kingston Manor.

Scenario: Planning and Execution

The junior managers are at the forefront, coordinating these teams to ensure the grand opening is executed flawlessly. Each team encounters specific challenges:

Project Management Team: Faces challenges in keeping all teams aligned and managing tight deadlines.

Marketing and Promotion Team: Struggles with crafting a compelling message that appeals to the target demographic.

Logistics and Operations Team: Deals with vendor coordination issues and last-minute changes to the event setup.

Entertainment and Guest Experience Team: Finds difficulty in securing high-profile entertainers within the budget constraints.

LO3 ASSIGNMENT. CARRY OUT THE FOLLOWING ASSIGNMENT

Produce An Analytical Report

Tasks for Learners

The grand opening of Kingston Manor is not just an event but a pivotal moment that sets the tone for its future success. Through effective team working, understanding group behavior and team theory, and overcoming challenges with strategic solutions, the event planning department can ensure the grand opening is nothing short of spectacular. You will apply theoretical knowledge to practical situations, demonstrating skills essential for future leaders in the business and hospitality industries.

Learners, as junior managers, are tasked to:

- **Contribute to Effective Teamworking (P4/AC 3.1)**: Analyze how each team contributes to the grand opening's success, focusing on their roles, dynamics, and outcomes. Propose ways to improve inter-team communication and collaboration.

- **Explore Team Theory Relevance (P5/AC 3.2)**: Discuss how group behavior and team theory apply to the formation and management of these teams. Analyze how understanding these theories can improve team effectiveness.

- **Address Challenges and Strategies (M3)**: Identify the challenges faced by each team and propose strategies to overcome these challenges. Focus on practical solutions that enhance teamwork and event outcomes.

- **Reflect on Personal Contribution (D2)**: Reflect on your contribution to the team's efforts and dynamics. Evaluate your skills and contributions critically and make justified recommendations for personal improvement in team settings.

Deliverable

Analytical Report. 1,350 words with +/- 10% margin.

Analytical Report Submission Guidelines

Format and Presentation:

- **Word Count**: Strictly 1,350 words, +/- 10% margin.

- **Font and Size**: Times New Roman, 12-point font size.

- **Line Spacing**: 1.5 lines.

- **Margins**: 1-inch margins on all sides.

- **Document Type**: Submit in PDF format to ensure formatting consistency.

- **Structure**: Title Page, Executive Summary, Table of Contents, Introduction, Main Body (with sections corresponding to each assessment criterion), Conclusion, References.

- **References**: Use the Harvard Referencing System for citations and references.

Content and Structure:

1. **Title Page**:

   - Report title: "Analytical Report on the Grand Opening of Kingston Manor"

   - Submission date

   - Learner's name and ID

   - Course name and code

   - Word count

2. **Executive Summary** (not included in the word count):

   - A brief overview of the report, including key findings and recommendations.

3. **Table of Contents**:

   - Clearly list all sections with page numbers.

4. **Introduction** (approx. 150 words):

   - Introduce Kingston Manor and the purpose of the grand opening event.

   - Briefly outline the report's objectives and scope.

5. **Main Body**:

- **Contribution to Effective Teamworking (P4/AC 3.1)** (approx. 300 words):

  - Analyze the roles and dynamics of the formed teams.

  - Discuss their contributions and outcomes towards the grand opening's success.

  - Suggest improvements for team collaboration.

- **Explore Team Theory Relevance (P5/AC 3.2)** (approx. 300 words):

  - Apply relevant team theories to understand the behavior and effectiveness of the teams.

  - Analyze how these theories were manifested in the team dynamics and outcomes.

- **Address Challenges and Strategies (M3)** (approx. 450 words):

  - Identify specific challenges faced by each team.

  - Propose evidence-based strategies to overcome these challenges.

  - Discuss potential impacts of these strategies on the event's success.

6. **Reflection on Personal Contribution (D2)** (approx. 150 words):

- Reflect on your hypothetical role and contribution to the team and event planning process.

- Critically assess personal strengths and areas for improvement.

- Provide justified recommendations for enhancing personal teamworking skills.

7. **Conclusion** (approx. 100 words):

- Summarize key insights from the report.

- Highlight the importance of effective teamworking in the success of large-scale events.

8. **References**:

- List all sources cited in the report following the Harvard Referencing System.

Assessment Rubric:

Your work will be assessed on the following requirements:

- **Coherence and Cohesion**: Ensure the report flows logically from one section to the next, with clear connections between points.

- **Critical Analysis**: Go beyond description to critically analyze the case study, applying theoretical concepts to practical scenarios.

- **Evidence-Based**: Support arguments and strategies with evidence from credible sources or theoretical frameworks.

- **Professionalism**: Maintain a formal and academic tone throughout the report.

- **Originality**: Ensure the work is entirely your own, citing all sources used.

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