

# ASB-2511

## History of Management Thought (Alternative Exam Assessment 2019-20)

Assignment instead of the May Exam

Due to the Corona virus there are NO face to face examinations in May. For ASB-2511 you have the assignment below instead of a traditional examination. It is worth 40% of the final mark for the course.

Deadline: Monday May 11, 2020 at 09.00 hrs. (UK).

## WRITTEN ASSESSMENT

**Write a 1,000 words essay (+/- 10%) on ONE of the following questions:**

Question 1) Discuss the contributions of Peter Drucker and contrast with another management guru of your choice.

Question 2) Discuss how different authors have used the entry of Honda into the North American motorcycle industry as empirical evidence to support their views. Where appropriate, discuss specific frameworks or ideas that have emerged as part of this debate.

### Marking

1. Distinction will be given to summaries that describe what you have read in your own words, with evidence to have read widely, appropriate referencing and citations.
2. Repeating what is in the article(s) or failing to follow prescribed format will result in a mere pass or even a fail. Specifically, a Turnitin score of 35 or more will result in a F(4) fail (i.e. zero marks).

### General Notes

- You should include at least 5 additional academic papers in your list of references.
- There is no maximum number of items each person may read but there is a minimum of 5 per person, as described above.

- You should include an abstract describing the research (up to 200 words). This abstract does not add to the overall word count.
- Where appropriate, support your answer with real life examples sources in the Financial Times, the Wall St Journal, Time, Businessweek, Bloomberg, The Conversation, The Atlantic, Reuters or the business sections of the BBC, The Times, Daily Telegraph, The Guardian, etc.;
- All of your sources should be cited using author/date (Harvard style): <https://www.bangor.ac.uk/library/help/documents/harvardreferencingguide.pdf>
- You may NOT cut and paste graphs, tables or figures from Internet sources.
- Adding references just for the sake of making the list of references longer shows up in the drafting and will demerit your effort.
- Poor formatting, lack of graphs, tables or poor presentation in general, will also demerit your effort.

#### Examples of relevant academic journals

1. Management and Organizational History
2. Business History
3. Business History Review
4. Enterprise and Society
5. Journal of Economic Literature
6. Journal of Management History
7. Essays in Economic and Business History
8. Accounting Business and Financial History (now Accounting History Review)
9. Technology and Culture
10. History and Technology
11. Contemporary British History
12. Economic History
13. Economic History Review
14. European Journal of Economic History
15. IEEE Annals in the History of Computing

#### Examples of journals that sit between academia and industry

1. Harvard Business Review
2. California Management Review

3. Sloan Management Review
4. The Conversation
5. The King's Review