With reference to both the theory and practice of organisational behaviour and leadership, outline the connections and contradictions of the dual concepts of leadership and management. Where do these concepts connect and diverge?

Central to this module is the question of why some firms succeed and others fail. In the face of a rapidly changing business environment managers’ need to consider how they position their firms to survive and compete. Successful firms identify how they create value for their stakeholders, whilst harnessing their capabilities to realize competitive advantage through the processes of strategic analysis and planning. Subsequently they need to develop an organization and culture able to implement these strategic decisions.

The aim of this module is to help you understand the importance of identifying the fit between strategy and organisational structure and culture, and consider the critical role played by managers in implementing and managing strategic change processes. This module will enable you to understand, participate, and shape the strategy design process and its implementation in your post-MBA career.

This piece of work is an opportunity for you to show your knowledge and understanding of leadership and management and the connections, contradictions, overlap and complementarities between these central concepts. It is expected that you will read widely, demonstrate that reading through extensive referencing and draw together your learning in a structured way. You should note that it is not sufficient to rely on information from cases and scholarship with which you have been provided through the module. While this may form the foundations of your learning, you should think of this as an opportunity to explore a crucial area independently and demonstrate reflective thinking and analysis.

* + Show your knowledge and understanding of leadership and management
	+ Understanding of the literature
		- Theoretical Literature
		- Practitioner Literature
	+ Read widely and demonstrate that you have done so
	+ Read outside the material you have been provided
	+ Show reflective thinking and analysis
	+ Keep it simple
	+ Introduction
	+ Three central key points
	+ A conclusion to draw to together your central contribution
	+ Tell me what you are going to do- do it- tell me what you have done.

Is an extended essay of 3000 words. The essay title is:

Showing understanding, wealth of scholarship on this topic. Devote 1000 words to literature, rely on what we have given you but look outside the box. Read reputable articles, Harvard business etc. David Denyer, Cranfield UNI- professor of Leadership & change. Look him up on LinkedIn and his short articles. Evidence based Management articles. Need to show a grasp of theorical models. Tell us what you have read via referencing. Mc Kenzie reports etc. Professor Richard English- world leading academic- look him up for writing.