

**Faculty of Business and Law**  
**Assignment Brief for Employee Resourcing – Employee Branding**  
**Development Plan (Assignment 1)**

**Assignment Brief 1**

<b>Module Title:</b>	Organisational Behaviour and Learning
<b>Module Code:</b>	7001SMM_MYSEP2223
	Semester 3

<b>Assignment Number</b>	1
<b>Assignment Title</b>	Employee Resourcing – Employee Development Plan
<b>Assignment Weighting</b>	5 credits (33.3%)

<b>Release Date:</b>	<b>May 2022</b>
<b>Submission Date/Time:</b>	<b>29<sup>th</sup> June 2022</b> 18:00 UK time
<b>Submission Time and Place:</b>	<b>Submission through Turnitin ONLY</b>

<b>Module Leader</b>	Michael Oyelere
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**Assessment Information**

This assignment is designed to assess learning outcomes: 1, 2, 3 and 4

1. Critically analyse and gain and understanding of the importance of how people’s behaviour contributes to success within the organisation.
2. Critically evaluate the theoretical understandings of the concepts of organisational behaviour, theories of motivation and their application in the current business environment.
3. Critically examine issues such as employees’ motivation, performance, rewards, team building, resourcing, learning and development.
4. To identify how we can best manage the people dynamics of organisational behaviour from both the individual and managements perspective in the context of varying organisational needs and enhance organisational effectiveness through learning with the goal of becoming a learning organisation.

This assignment is an individual assignment.

**This assignment requires:**

The first assessment consists of a 5 to 10 minutes short audio/video presentation on your personal branding development plan.

According to Peters (2015) all of us need to understand the importance of personal branding. We are CEOs of our own companies: Me Inc. Our most important job is to be head marketer for the brand called YOU.

To complete this coursework you would need to begin building your personal brand and reflect on the process, by undertaking the following activities (the time indications provided in brackets are for guidance only, the length can differ from this as long as the total presentation length is between 5 to 10 minutes):

1. Critically discuss the role that social media can play in developing your personal brand and explore which social media platform you would like to use to present your skills and accomplishments in a professional manner (2 to 4 minutes long).
2. Record an elevator speech or a personal branding video or audio for use when networking in person. It should consist of a quick introduction of yourself, who you are, what you do and what you hope to do in the future (2 to 4 minutes long).
3. Reflect on the entire process and discuss how developing your personal brand, would enhance organizational success (1 to 2 minutes long).

### Assessment Criteria

	<b>Distinction (70-100)*</b>	<b>Merit (60-69)</b>	<b>Pass (50-59)</b>	<b>Pass (40-49)</b>	<b>Fail (0-39)</b>
<b>Social Media Platform (35%)</b>	Excellent choice and justification fully addressed. Comparisons were made highlighting the pros and cons of other platforms	Very good choice and justification given. Comparisons were made highlighting the pros and cons of other platforms.	Good choice and some attempt to justify choice given.	Poor choice and basic attempt to justify choice	Poor choice and no justification given
<b>Elevator Speech (35%)</b>	Excellent delivery. Excellent engagement with audience. Excellent enthusiasm and confidence. Excellent use of communication aids. Has a very clear picture of what they are trying to achieve. The content includes a very clear statement of purpose and is creative and	Very good delivery, with a few or no errors. Confidence Clear and concise communication, good engagement with the audience. Good use of communication aids. Has a clear picture of what they are trying to achieve. The content includes a clear statement of purpose and is creative and persuasive. Details are logical and	Good engagement with the audience, Clear communication. Some confidence displayed in speaking. Some use of communication aids. The content includes a somewhat clear statement of purpose and the viewpoint with some progression of ideas and supporting information.	Some engagement with the audience, issues with communication style. Some confidence in speaking. The content does not present a clearly stated theme, is sometimes vague, and some of the supporting information appears as a disconnected series of scenes	Limited engagement. Little or no confidence in speaking. Content lacks a central theme, clear point of view and logical sequence of information. Much of the supporting information is irrelevant to the overall message. The viewer is unsure what the message is because there is

	compelling. A rich variety of supporting information in the video contributes to the understanding of the main idea. Messages are presented in a logical order	information is effectively used. The content includes a clear point of view with a progression of ideas and supporting information.		with no unifying main idea.	little persuasive information and only one or two facts are articulated. Information is incorrect, or incomplete.
<b>Reflective log (20%)</b>	Response demonstrates an in-depth reflection on, and personalization of the concepts, and/or strategies presented in the course materials to date. Viewpoints and interpretations are insightful and well supported. Clear, detailed examples are provided.	Response demonstrates a very good reflection on, and personalization of the concepts, and/or strategies presented in the course materials to date. Viewpoints and interpretations are supported. Appropriate examples are provided.	Response demonstrates some reflection on, and personalization of, the concepts, and/or strategies presented in the course materials to date. Viewpoints and interpretations are sometimes supported with arguments. Examples, when applicable, are sometimes provided.	Response demonstrates a minimal reflection on, and personalization of the concepts, and/or strategies presented in the course materials to date. Viewpoints and interpretations are unsupported or supported with flawed arguments. Examples, when applicable, are not provided or are irrelevant to the assignment.	Response demonstrates a lack of reflection on, or personalization of the concepts, and/or strategies presented in the course materials to date. Viewpoints and interpretations are flawed, inappropriate, and/or unsupported. Examples, when applicable, are not provided
<b>Presentation and referencing (10%)</b>	A substantial and quality piece of work demonstrates well-structured and coherent arguments and lines of thoughts throughout. Outstanding standards of presentation	Logical presentation with fluent layout and sound structure and all sections clearly linked into overall requirements of the coursework Minimal grammatical errors	Clear structure and coherence of arguments demonstrated linked to the requirements of the coursework A few grammatical errors	Some clear structure and coherence of arguments demonstrated linked to the requirements of the coursework Some inconsistency and grammatical errors	Unstructured work with inconsistent arguments Not to the requisite standard and some major grammatical errors

	with few grammatical and typing errors				
Strengths					
Weaknesses					
Overall Comments					

### Word Count

Length is between 5 to 10 minutes long.

There will be a penalty of a deduction of 10% of the mark (after internal moderation) for work exceeding the limit by 10% or more.

The University wants you to do your best. However, we know that sometimes events happen which mean that you can't submit your coursework by the deadline – these events should be beyond your control and not easy to predict. If this happens, you can apply for an extension to your deadline for up to 5 days, or if you need longer, you can apply for a deferral, which takes you to the next assessment period (for example, to the resit period following the main Assessment Boards). You must apply before the deadline.

You will find information about the process and what is or is not considered to be an event beyond your control at <https://livecoventryac.sharepoint.com/sites/students-registry-extensions-deferrals>

### Submission Guidance

#### File submission

- 5-10 minutes presentation with audio recorded and embedded over PPT. You do not need to include your webcam within the recording, only your audio narration is required.
- The final assessment and relevant file be uploaded to Turnitin.
- It is possible to record the Presentation using PowerPoint – including your slides and the embedded audio – as detailed below.
- In order to record the audio within the PPT file, you will need to use the Narration functionality in PowerPoint: select the audio button to record in the PPT file, once you open the slide, there should be a speaker sign, and once you select this, it should record audio and embed this in the PPT file, which will be audible to the marker when the final file is uploaded to Turnitin.
- A step-by-step Microsoft Office video on recording narration can be found here: <https://support.office.com/en-us/article/Record-a-slide-show-with-narration-and-slide-timings-0B9502C6-5F6C-40AE-B1E7-E47D8741161C>

## How to submit your assessment

The assessment must be submitted by **xxxx2022 at 18:00 UK time**. No paper copies are required. You can access the submission link through the module web.

- Your coursework will be given a zero mark if you do not submit a copy through Turnitin. Please take care to ensure that you have fully submitted your work.
- All work submitted after the submission deadline without a valid and approved reason (see below) will be given a mark of zero.
- Extensions of up to two calendar weeks can only be given for genuine "force majeure" and medical reasons, not for bad planning of your time. Please note that theft, loss, or failure to keep a backup file, are not valid reasons. The extension must be applied for on or before the submission date. You can apply for an extension by submitting an Examination/ Coursework Deferral/Extension Application Form. Application Forms along with the supporting evidence should go to the relevant Student Support Office. For a longer delay in submission, a student may apply for a deferral.
- Students **MUST** keep a copy and/or an electronic file of their assignment.
- Checks will be made on your work using anti-plagiarism software and approved plagiarism-checking websites.

## GUIDELINES AND BACKGROUND TO THIS ASSIGNMENT

### Plagiarism

As part of your study, you will be involved in carrying out research and using this when writing up your coursework. It is important that you correctly acknowledge someone else's writing, thoughts, or ideas and that you do not attempt to pass this off as your own work. Doing so is known as plagiarism. It is not acceptable to copy from another source without acknowledging that it is someone else's writing or thinking. This includes using paraphrasing as well as direct quotations. You are expected to correctly cite and reference the works of others. The Centre for Academic Writing provides documents to help you get this right. If you are unsure, please visit [www.coventry.ac.uk/caw](http://www.coventry.ac.uk/caw).

All work is submitted through Turnitin. Turnitin includes a similarity detection system and assessors are experienced enough to recognise plagiarism when it occurs. Copying another student's work, using previous work of your own, or copying large sections from a book or the internet are examples of plagiarism and carry serious consequences. If you are a business student and joined Coventry University in September 2020 or later please use [APA referencing](#), if you joined prior to this date you may use APA or the existing [Harvard Reference Style \(see CU LibGuide\)](#) that you are familiar with. Law students should use [OSCOLA](#). Please be consistent in the referencing style that you use and use it correctly to avoid a case of plagiarism or cheating being brought. If you are unsure, please contact your [Progression Coaches](#) or a member of the course team.

### Return of Marked Work

You can expect to have marked work returned to you 10 working days after the submission date. If for any reason there is a delay you will be kept informed. Marks and feedback will be provided online. As always, marks will have been internally moderated only, and will therefore be provisional; your mark will be formally agreed later in the year once the external examiner has completed his / her review.