

BBUS 502**Autumn 2008****Assignment #2**Due: Monday, Oct. 20Reading: Base your response on 1 of the 3 articles below, as assigned **Length: 2 paragraphs (max. 500 words)

- a) What is the theory of “success” presented in your article? In your article, what constitutes success (i.e., what outcomes? for whom?)
- b) To what extent do the claims about success in your article meet the standards of good theory as presented by Christensen and Raynor (2003)? In answering this, be clear about the elements of a good theory and the degree to which your article stacks up against each.

**Determine your article assignment by your last name

AAA-EZZ – Porter (1990)

FAA-LZZ – Prahalad & Hamel (1990)

MAA-ZZZ – Bower & Christensen (1995)

DECODING THE ASSIGNMENT**PART A:**

- Here you will again be in effect summarizing a source, but in a less holistic, more focused way (i.e., focus on those elements of the article that help you answer the question).
- The list of questions in the instructions does not necessarily imply the form (order) of your response.
- Like Assignment #1, you will be arguing something, i.e., taking a position. Whereas in the first paper your position was given, here your argument is your analysis (your answer to the question).
- This time you’ll need to support your answer(s) (claims) with brief references to the article.

PART B:

- You’ll essentially be evaluating the theory (claims about success) according to the criteria laid out by Christensen and Raynor. You should not go beyond these criteria (other sources or personal experiences). Successful papers will typically go beyond a single measure given by Christensen and Raynor.
- This part of the paper will require that you move between two sources, so you’ll need to use APA parenthetical citation appropriately.

- Support your argument in section b) with specifics from the articles. For instance, if you claim that a theory does not meet a particular criterion of Christensen and Raynor, briefly demonstrate this with a specific aspect of the new article.

TIPS AND PROCESS

- The basis for a good paper is again careful reading and re-reading of the article. Try reading a first time to get a sense of the overall argument; then follow up with a more focused reading in which you consider which parts of the article are relevant to the assignment.
- Again, draw up an outline. As you do this, consider the logical order of the ideas you will be presenting (coherence).
- Write a draft and take some time to consider what you've written.
- Revise, cut, rearrange, and tweak as necessary.
- Proof-read for mechanics (e.g. punctuation, spelling, etc.)
- Read aloud to hear missing transitions, awkward sentences, grammatical problems, sentences that don't quite "pan out" or deliver – that is, that don't quite say what you want to say.
- Check your APA citation.

FORMAT

- Double-space with standard, 1-inch margins
- Use a standard font, such as Times New Roman, in a standard size (12-point); avoid hard-to-read novelty fonts or smaller type
- Include your name, the course number, "Assignment #2," and the date in an upper corner of your first page (a cover page is not necessary for this short assignment)
- Be sure to turn in 2 hard copies at the start of class
- Submit electronically to both lavery@u.washington.edu and nlkool@u.washington.edu. Once again, be sure to give your document a unique name indicating that it came from you, such as "Kool_#2."

Note that single-spaced documents and those with smaller than 12-pt. type will be bounced back.