

BBUS 502

Autumn 2008

Assignment #1

Due: Monday, September 29

Reading: Christensen, C.M., & Raynor, M.E. (2003). "Why hard-nosed executives should care about management theory."

Length: 1 paragraph (max. 250 words)

Pragmatic executives often assume that the theories taught in MBA programs have little or no connection to, or usefulness in, the real world.

Using the most important ideas offered by Christensen and Raynor (2003), persuasively argue against this common attitude. (N.B. Use a standard citation style, such as APA,¹ to reference pages of the reading).

DECODING THE ASSIGNMENT

This apparently simple instruction in fact encompasses a number of important academic reading and writing skills you'll be using over the quarter:

- the assignment requires a concise yet comprehensive summary of the main ideas in a reading of some complexity and subtlety
- you will be using the authors' main ideas in the service of an argument (a genre of persuasive writing)
- you will be required to paraphrase and to cite your source in a standard, in-text (as opposed to foot- or endnotes); selective quotation is permissible, but should be limited
- your written response should be logically coherent and organized, as well as clear, efficient, and grammatical.

TIPS AND PROCESS

- As the above implies, the first step is careful reading and re-reading – a good grasp of the article will help you to accurately reflect and convey relevant content.
- Take notes as you read. Many writers find it useful to list main ideas found in the reading.
- Draw up an outline – even a loose plan will help you to craft a paragraph with a strategic, logical order of ideas.

¹ A good basic on-line guide to APA in-text parenthetical citation can be found at <http://owl.english.purdue.edu/owl/resource/560/01/>.

- Draft your paragraph, 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.)

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
- Be sure to turn in 2 hard copies at the start of class
- Submit electronically to lavery@u.washington.edu and to nlkool@u.washington.edu ; in addition:
 - Word or RTF documents only – no PDFs
 - Give your document a name that differentiates it from all the others that will be turned in at roughly the same time, e.g., if your name is Smith, “smith_C&R.doc”.