

Applied Inquiry Questions

Fully answer all parts of each of the four questions that you choose. Answers should be comprehensive and derived from numerous scholarly sources (refereed journals and authoritative textbooks should be used in addition to class materials). **Cite 5-10 references for every question and provide a final reference list for each question.** All citations and references must be in APA format, as well as the margins and font. At least half of the references should be no older than six years old. A sample outline for the papers is downloadable on another pdf.

Work independently. All answers must be submitted electronically to your advisor. Your advisor may submit the electronic version to the university's TurnItIn.com software (utilized to detect plagiarism and other forms of academic dishonesty). Answers to each question should be well written (grammar, syntax, flow, intro/conclusion, etc.). Use subtitle headings to guide reader through your sections. Each paper must be 2100-3000 words. You may submit the papers in any order you like.

Once you turn in your paper, a faculty member will read and evaluate it and assign a grade from 0-10. Each paper must receive a minimum of 7 to successfully pass comprehensive exams. If you receive a score less than 7, at the faculty member's discretion, you may be given a chance to resubmit a revised paper for reconsideration (within a short time frame). If you are not provided a gift of a second opportunity or if you fail to achieve a score of 7 upon a second opportunity, you will be asked to retake the course that addresses that topic during the next available quarter it is offered and the successful completion of your degree will be postponed the required time for that to occur. We are hopeful that the quality of your attention to each topic will make that option unlikely.

After your advisor returns the paper, please take the opportunity to make recommendations to the organization if applicable. For example, you might note ways to improve the marketing plan, ways to cut costs or increase ROI, ways to reduce liability, etc.

The questions are below:

1. **Mission**

Discuss the theoretical rationale for an organization to have a mission statement, organizational values, and official goals. The official goals (ones that are often written down or espoused to the public) may be different than the operative goals (ones that the organization actually attempts to achieve). Discuss the theoretical differences between the two types of goals and the relevance of each. Discuss the mission statement and the official goals of your focal organization. Discuss whether these goals mesh with the philosophy espoused by the mission statement. Evaluate which goals your organization seems to be trying to achieve (official or operative). Support your assertions with examples from your experiences. Make recommendations for the organization on ways to improve in these areas and/or comment on aspects that they do well.

2. **Leadership**

Leadership is a complex practice, but present at all levels in organizations. Give a brief overview of the three main types of leadership (transactional, transformational and transcendent). Describe and explain in more detail a specific leadership framework (servant leadership, Kouzes and Posner, path-goal theory, etc.) through which to analyze leader attitudes and behaviors, noting which general type of leadership this reflects. Based on your interactions and observations within the organization, discuss the leadership. Explain which leadership practices or attitudes contribute positively to the organization and/or make suggestions for changes in leadership approaches that will improve the organization.

3. **Organizational Effectiveness**

Organizational effectiveness can be measured in various ways. Discuss how efficiency and effectiveness are two distinct concepts. Then, pick a framework for measuring organizational effectiveness that would work well for evaluating your organization. Discuss this framework in general, without reference to your organization. Now discuss the effectiveness of your organization, applying this framework. Discuss the organizational

structure, noting where this structure may or may not contribute to effectiveness. From your point of view could this structure be improved so that the organization functions more effectively and efficiently? Make sure you incorporate any charts and diagrams that would facilitate comprehension by the reader.

4. **Planning**

Discuss the theoretical rationale for the function of planning in an organization and how it relates to other managerial functions. Make sure that you discuss steps in the planning process. Evaluate the value of strategic planning, tactical/operational planning, and rational planning. Obtain your organization's Business Plan and evaluate it based on the following criteria:

- A. Executive Summary
 - a. Objectives, Mission, keys to success
- B. Company Summary
 - a. Ownership, location and facilities
- C. Products
- D. Market Analysis summary
 - a. Marketing Strategy
 - b. Promotion Strategy
- E. Strategy and Implementation Summary
 - a. Distribution Strategy
- b. Strategic Alliances
- c. Pricing Strategy
- d. Sales Strategy
- e. Sales Forecast
- F. Management Summary
 - a. Management Team
 - i. Management Team gaps
 - b. Personnel Plan
- G. Financial Plan
 - a. Key financial indicators
 - b. Financial analyses

5. **Social Issues**

Identify and describe a social issue you have experienced in your organization or that your organization faces. Give a brief overview of the three main types of sociological theories (cultural, interactionist, and structural). Next, describe a specific theory (critical race theory, feminist, hegemony, conflict, social identity, etc.) that will help you identify and explain the issue in detail. Finally, discuss the issue along with the reasons for your perspective and offer possible approaches the organization might take along the lines of social justice.

6. **Consumer Behavior**

Discuss the value of understanding consumer behavior and how it is useful in identifying market segments. Discuss the value of market segments and identify ways of segmenting markets in general and how organizations should go about doing this. Identify your organization's marketing plan. What is the target market for the organization? Are they accessing these markets? How has the organization surveyed these markets to collect beneficial information? Identify how the organization could improve their market segment and identify potential markets that have not been accessed. Discuss a marketing plan that would increase this organization's market share of the consumer. Also, evaluate whether present promotional plans are working and how this comes into play with the marketing plan. Please include the marketing plan with your paper when you submit, if the organization has one.

7. **Sponsorship**

Discuss the value of sponsorships as a marketing tool and as a revenue generation tool for a business organization making sure that you discuss both potential positives and negatives. Discuss the value of having the following seven things in a sponsorship proposal:

- A. Profile of the Organization
- B. A description of the Event or Program
- C. Compatibility with the potential sponsor's image
- D. Media & Promotion Plan
- E. Sponsorship investment
- F. Impact measurement
- G. Sponsorship benefits

Identify a sponsorship proposal that has been created by your organization. Evaluate the written proposal based on the above seven aspects and make recommendations as to how the organization can improve their sponsorship proposal in the identified aspects as necessary. Include the sponsorship proposal as an attachment to the paper.

8. **Finance**

Discuss the differences between for-profit versus not-for-profit organizations and the value of each. Identify and discuss general revenue categories for organizations and general expense categories for sport organizations. Analyze the financial strength of your focal organization. Discuss sources of revenue and categories of expenditures. Identify areas in which the organization could increase revenues with minimal expenditures. Also identify areas in which budget cuts could be made without compromising the organization's goals. Is the organization a for-profit organization or is it a non-profit organization? Does it make a difference for determining what type of budgetary procedures to use? Why or why not?

9. **Risk Management**

Discuss why managing risk is important to an organization. Identify and discuss the areas of law that have the most influence over the impact of risk to an organization. Do a risk management assessment of your focal organization. Identify areas that may be potential liabilities to the organization. Specifically evaluate facility and equipment hazards if applicable, but also identify potential problems that may exist due to improper contracts. Don't forget to evaluate gender, racial or special population inequities; anything that might impinge upon constitutional rights. Evaluate how difficult or costly it would be to improve any of these potential liabilities and then make recommendations based upon which may be most injurious to the organization.

10. **Research and Evaluation**

Describe how you would do some research for an organization. How would you identify a research problem and a research question? How would you determine a research design? How would you create a survey? Specifically, describe how you would determine the items to be selected for the questionnaire, the arrangement of the items on the questionnaire, and the response format of the items on the questionnaire. Please discuss the sampling technique that you would use. Please also discuss why reliability (test-retest & internal consistency) and validity (content, construct, & criterion) are important in regard to items and scales. Create your own survey attach it as an appendix. Use items from your survey as examples for the following three questions.

- a. Please also discuss what statistical technique(s) you would use to show the organization whether group differences on multiple dependent measures (e.g. between males and females on five dependent measures) were statistically significant and meaningful (i.e., effect size).
- b. Please also discuss the statistical technique(s) you would use to show the organization the relationship among interval or ratio variables when you have one IV and one DV.
- c. Please also discuss the statistical technique(s) you would use to show the organization the relationships among interval or ratio variables when you have multiple IVs and one DV.