

MBA 525 – Review of Literature

Assignment Description

You are required to write a 15-page (minimum), double-spaced Review of Literature (ROL) on an instructor-approved topic related to the course. The ROL is an academic paper following APA writing and citation guidelines. The paper includes a critical analysis of the relationship among different works (articles). You must use at least 10 scholarly, peer-reviewed journal articles to build your ROL.

Purpose

The general purpose for writing a literature review is to critically analyze and summarize the published knowledge related to a specific narrowed topic. Most reviews summarize, classify, and compare and contrast the information found in peer-reviewed journal articles. A well-written ROL should identify the thought leaders in the given field as well as present a clear idea of what is known, not known, and still needs to be known.

Requirements

No earlier than the beginning of Module 3, and no later than the conclusion of Module 5, the instructor must approve your proposed topic for the ROL. Topic submission must include a specific purpose statement and two supporting peer-reviewed journal article citations in APA format. Submit this to your instructor via email. The earlier your topic is approved, the more time you will have to complete the paper.

When selecting your topic, review those covered in the *Corporate Communications* textbook and the module materials. Your ROL topic must relate directly to the course material. Be certain that your topic is timely, represents contemporary business issues, and is of interest to you and your career path. You will find that with timely, current topics that the discussion is still being debated by authors and researchers.

The final paper must adhere to APA 6th edition writing style and format, including title page, abstract and citation page (references). It must be a minimum of 15 pages, double-spaced, and reference at least 10 scholarly, peer-reviewed journal articles.

Review process

Similar to primary research, development of the literature review requires four stages:

- Problem formulation—which topic or field is being examined and what are its component issues?
- Literature search—finding materials relevant to the subject being explored.
- Data evaluation—determining which literature makes a significant contribution to the understanding of the topic.
- Analysis and interpretation—discussing the findings and conclusions of pertinent literature.

Literature reviews should comprise the following elements:

- An overview of the subject, issue, or theory under consideration, along with the objectives of the literature review.
- Division of works under review into categories (e.g. those in support of a particular position, those against, and those offering alternative theses entirely).
- Explanation of how each work is similar to and how it varies from the others.
- Conclusions as to which pieces are best considered in their argument, are most convincing of their opinions, and make the greatest contribution to the understanding and development of their area of research.

In assessing each piece, consideration should be given to:

- Provenance—What are the author's credentials? Are the author's arguments supported by evidence (e.g. primary historical material, case studies, narratives, statistics, recent scientific findings)?
- Objectivity—Is the author's perspective even-handed or prejudicial? Is contrary data considered or is certain pertinent information ignored to prove the author's point?
- Persuasiveness—Which of the author's theses are most/least convincing?

- **Value**—Are the author's arguments and conclusions convincing? Does the work ultimately contribute in any significant way to an understanding of the subject?

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Statement on graduate-level writing requirements

Your writing reflects your ideas and communicates your understanding of the topic to the instructor. This assignment will be graded on the composition elements listed below, as well as your understanding of the content:

Successful graduate-level writing should demonstrate

- Proofreading skills
- Correct grammar and punctuation
- Logical organization
- Proper content presentation (introduction, body, conclusion)
- Correct formatting for citations, references, and headings
- Correct and consistent use of APA style and formatting

Assignment Submission

Submit this assignment to the Dropbox **no later than Sunday 11:59 PM EST/EDT of Module 7**. (This Dropbox basket is linked to Turnitin.)

Grading Rubric

Students will complete the assignment with attention to the criteria below.

Rating:

Exceptional corresponds to a grade of A- to A (90-100). Performance is outstanding; significantly above the usual expectations.

Proficient corresponds to a grade of B- to B+ (80-89%). Skills and standards are at the level of expectation.

Basic corresponds to a grade of C (75-79%). Skills and standards are acceptable but improvements are needed to meet expectations well.

Missing corresponds to a grade of F (below 75%). Performance is weak; the skills or standards are not sufficiently demonstrated at this time.

		Ratings			
Elements	Criteria	Exceptional	Proficient	Basic	Missing
Article Selection 30 points	Must use 10 peer-reviewed journal articles related to a business-related topic covered in course.	Information is gathered from multiple, research-based sources and relates to contemporary business issues.	Articles come from a peer-reviewed journal but do not relate to contemporary business issues.	Articles come from a non-peer-reviewed journal or relate little to business.	Journal articles missing or not related to business at all.
	Journal articles must represent contemporary research and dated no later than 1998.	Articles dated between 1998-current.			Articles dated later than 1998.

Paper Content 50 points	Presentation must provide a clear, concise summary of peer-reviewed articles.	Summary captures all major aspects of the articles in a succinct way.	Summary captures some/all major aspects of the articles in an adequate way.	Summary captures few/some major aspects of the articles in a wordy manner.	No summary is provided.
	Theme is clear and concise, fitting the size and scope of the assignment	Well organized, demonstrates logical sequencing and structure.	Well organized, but demonstrates illogical sequencing or structure.	Weakly organized with no logical sequencing or structure.	No organization, sequencing, or structure.
	Must explain the research question through interpretation and analysis.	Interpretation and analysis is excellent and demonstrates critical thinking.	Interpretation and analysis is adequate and demonstrates some critical thinking.	Interpretation and analysis is vague and does not demonstrate critical thinking.	No interpretation or analysis. Definitions are restated or only summarized.
Writing Quality 20 points	Length	Paper is a minimum of 15, double-spaced pages.			Paper is less than 15, double-spaced pages.
	Format	Font, spacing, and APA format are correct.	Font and spacing, font and APA, or spacing and APA are correct.	Font, spacing, or APA format is correct.	Font, spacing, and APA format are incorrect.
	Grammar	Nor more than one grammatical error.	Two grammatical errors.	Three grammatical errors.	Four or more grammatical errors.