

Assignment: Shakespeare in Management

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Course: MGT 458
Title: Decision Making and Creativity (3 units)

“Those of us who study and conduct research on organizational and managerial phenomenon need to have our thinking stimulated and deepened by writers of fiction who are insightful observers and interpreters of everyday life.”

--Lyman Porter (*Professor Emeritus, UC Irvine*)

“Fiction is truth with some of the material details left out; non-fiction contains most of the details, but only asymptotically approaches the truth.”

--Wayne Smith (1961-)

Goal

The purposes of this assignment are as follows:

- To read, comprehend, and analyze a play written by William Shakespeare
- To draw analogies and develop insights useful in an organizational context
- To illustrate issues of decision-making and creativity in practice

Instructions

In general, your task is to design, develop, and present a team-based presentation on a few themes related to a Shakespearean play. Both team composition and assignment of a play will be done relatively early in the semester. Each person in each team must contribute to the project, and each person must speak during the presentation. The Powerpoint must be printed and delivered to the instructor on the day of the class presentation. The Powerpoint must be emailed to the instructor no later than 1 hour before the beginning of class on that day.

Deliverable

The due date is listed on the course outline. Before that due date, there should be enough time in or out of class to go over any questions you may have.

Length

The Powerpoint can be of any length necessary. My guess is that each presentation will be between 25 and 35 slides. The presentation must be no less than 20 minutes and no more than 25 minutes. Teams can use pictures as needed. Teams can also use video, but the video must not be more than 2 minutes in length.

Scoring

There will be 100 points allocated. Half of the points will be for the breadth and depth of content, and half of the points will be for the quality of the oral presentation.

Content

There is no single, best presentational approach to achieve the objectives of this assignment. In general, this assignment combines ideas from several general education, lower-division core, and upper division courses. However, the following outline is provided as a working guide to help students structure and sequence their ideas into a coherent package.

- Introduction—who is doing the presentation? (~ 1 minute)
- Play Synopsis (~ 4 minutes)
 - Elementary Literary Ideas—(e.g., [Character](#), [Plot](#), [Setting](#), [Style](#), [Theme](#))
 - Intermediate Literary Ideas—(e.g., [Analogy](#), [Antagonist](#), [Conflict](#), [Diction](#), [Humor](#), [Imagination](#), [Protagonist](#), [Soliloquy](#), [Symbol](#), [Transition](#))
- Scenario/Theme #1 – describe, model, and link to at least two *decision-making* ideas from class (~4 minutes)
 - What theory/model/framework from decision-making can be used to explain or predict the outcome of the scenario or the impact of the theme?
- Scenario/Theme #2 – describe, model, and link to at least two *creativity* ideas from class (~4 minutes)
 - What theory/model/framework from decision-making can be used to explain or predict the outcome of the scenario or the impact of the theme?
- Scenario/Theme #3 – describe, model, and link to an article (current event) using at least one *decision-making* idea from class and at least one *creativity* idea from class (~6 minutes)
 - Summarize the article (current event) briefly
 - Using one or more of the intermediate literary ideas (see above), develop and explore a constitutive or causal understanding (relationship) between the scenario/theme and the article
- Open Questions, Limitations, and Concluding Thoughts (~2 minutes)

Plays

The plays for this class will be drawn from the following set:

- The Comedies
 - The Comedy of Errors
 - The Taming of the Shrew

- The Two Gentlemen of Verona
- Love's Labour's Lost
- A Midsummer Night's Dream
- The Merchant of Venice
- Much Ado About Nothing
- As You Like It
- Twelfth Night, or What You Will
- The Merry Wives of Windsor
- All's Well That Ends Well
- Measure for Measure
- The Tragedies
 - Hamlet
 - Othello
 - King Lear
 - Macbeth
 - Romeo and Juliet
- The Greek and Roman Plays
 - Timon of Athens
 - Troilus and Cressida
 - Titus Andronicus
 - Julius Caesar
 - Antony and Cleopatra
 - Coriolanus

For many students, a gentle introduction to the Elizabethan language and culture may be found by reading several of Shakespeare's sonnets (poems) first before tackling the much lengthier and more complex plays. Sonnets 18, 29, 30, 53, 60, 116, and 129 are particularly engaging.

Also, some teams may benefit from watching and reviewing the movie "Shakespeare In Love" (Miramax, 1998). The truth is that very little is known about Shakespeare as a person, and this includes any romances or relationships. But the movie can be helpful in that it helps orient a contemporary viewer to some of the more salient situational characteristics and attributes of time and place of years before and after 1600 AD.

Sources for Articles (current events)

The sources for the articles for this class will be drawn from the following set:

- Newspapers (Dailies)
 - Los Angeles Times
 - New York Times
 - Wall Street Journal
 - Financial Times
- Magazines (Weeklies or Monthlies)
 - The Economist
 - Time

- Newsweek
- BusinessWeek
- Harper's
- The New Yorker