

# Influence and Social Power (ISP) N1537

Credits 15

Spring Term (S2)

Assessment (30% of the module, 100% of coursework)

**Learning Objective:** Understand how relevant psychology and organisational behaviour principles can be applied to analyse the interpersonal dynamics among leaders and followers.

**Essay** (2000) words to be completed in Semester 2 using e-submission via turnitin.

**The essay title:** Briefly explain Cialdini's influence strategies including the scientific arguments behind them, before critically assessing the extent to which these strategies are an effective and ethical way for leaders to influence followers in the pursuit of their objectives.

(Please refer to contemporary leadership theory and discussion of any ethical issues, when applicable, in your answer.)

***Please ensure that you pay attention to the following:***

**Structure** – does the essay have a clear structure that provides the reader with a clear narrative thesis and pathway.

**Problem identification** – does the essay clearly describe and discuss the organisational/management problem/theory/concept etc that is the focus of the essay.

**Theoretical Analysis** – does the essay apply and appropriately reference relevant ideas, theories and concepts, including a critical analysis of the roots and consequences of the selected question//problem.

**Theoretical Application** – the essay is to apply theories and concepts to business contexts, as well as link theories and concepts in new ways and/or critically review and develop these concepts and theories.

**Illustrative Examples** – does this essay use relevant examples to illustrate the ideas, theories and models covered.

***The assessment criteria contained in the ISP assessment handbook will be applied in marking this essay. It is essential reading. This is posted under Assessment information on the canvas module site alongside the assessment script itself.***

Please refer to the frequently asked questions available on the following webpage for further information:

[www.sussex.ac.uk/adqe/standards/examsandassessment/esubmission](http://www.sussex.ac.uk/adqe/standards/examsandassessment/esubmission)

## Model answer

**A model answer is likely to include coverage of some or all the following:**

- Discussion of the nature of compliance, influence and persuasion through reference to definitions, key concepts, examples and outcomes.
- Discussion of the significance of being able to positively affect the behavior and actions of others for leaders and managers.
- A critical review of *some or all* of Cialdini's strategies for influencing and persuading others, with accurate understanding shown of the scientific evidence put forward to support them.
- Critical analysis and assessment of how leaders employ these strategies to affect the attitudes and actions of others at work and ethical implications. Relate to ethical theories if applicable.
- Additional discussion of how the use of influence and persuasion by powerholders relates to current leadership theory where applicable.
- Additional discussion of how the use of influence and persuasion by powerholders relates to employee engagement and empowered organizational cultures.
- Discussion is communicated clearly and concisely via a critical, academic writing style.
- A clear thesis statement is provided in the opening paragraph(s), presenting the writer's position in relation to the key themes in the question. Appropriate conclusions are drawn which reflect this interpretation. [A guide to critical essay writing](#)
- The essay is correctly referenced in-text using the Harvard style and supported by a fully referenced bibliography. [A guide to Harvard referencing](#)