



# Unit #1: Organization Analysis

## MLSE Presentation

### KEY LEARNING GOALS:

A note from Mr. Parsons

This project is a formative presentation to help you understand the importance of developing a strong organizational structure and can identify the different management strategies a manager may use.

You also have an opportunity to demonstrate your business communication skills through the different aspects of this project.

Detailed feedback will be provided for each student following your presentation.

Finally, I hope the unit theory will help you to properly assess an organization's success.

Overall Expectations:

1. Assess the role of management within an organization.
2. Demonstrate the use of appropriate communication techniques related to business management.
3. Demonstrate appropriate techniques for making group and individual presentations (e.g., use a variety of appropriate visual aids, make eye contact where appropriate, speak clearly).

### OUR COMPANY

Maple Leaf Sports & Entertainment Ltd (MLSE) is Canada's preeminent leader in delivering top quality sport and entertainment experiences to our fans. MLSE is one of North America's leading providers of exceptional experiences. It is the parent company of the American Hockey League's Toronto Marlies, the National Hockey League's Toronto Maple Leafs, the National Basketball Association's Toronto Raptors and Major League Soccer's Toronto FC. MLSE operates many of the venues its teams play and train in, including Air Canada Centre, BMO Field, MasterCard Centre for Hockey Excellence and Kia Training Ground. MLSE also provides fans in Toronto with incredible live music and entertainment events. MLSE strives to give its teams what they need to win and bring the world to its feet.

### HISTORY

The Toronto Maple Leafs were established in 1917 as one of the Original Six teams that made up the fledgling National Hockey League. Even through the league's humble beginnings, the Maple Leafs were among the bigger draws for fans. Of course, as the league grew, so too did the Leafs' popularity and success, until eventually the Toronto Maple Leafs became one of the top hockey brands in the world.

The Maple Leafs had a prosperous 70 years as the premier sports franchise in the city, but fans were begging for a sibling. In 1994, the sports gods relented, granting Toronto its very own NBA franchise. The Toronto Raptors were born.

MLSE's desire to create winning teams for its fans – to be a winning team in its own right – has always been at the core of values. It has driven MLSE to strive to win championships, grow its family of teams, develop spectacular venues, and continually innovate ways to bring fans to their feet. This same approach will guide MLSE into the next century of incomparable entertainment.

**Part A: Theory to Practice - Each group member is responsible for completing one of the following questions (you will be assessed individually for this component).**

**Option #1)** Organizations in the 21st century must consider five focus areas for success. Complete the research the five focus areas. How is the organization performing in each of the 5 success areas? Defend your decision with evidence.

**Option #2)** Outline the Quality of Work Life for the organizations employees. How is the organization performing in these 6 QWL indicators? Defend your decision with evidence.

**Option #3)** Complete an analysis of the organization using Porters Five Forces Model. How is the organization performing in any three of Porters 5 Forces Indicators? Is it an attractive industry for your organization? Defend your decision with evidence.

**Option #4)** Complete a SWOT Analysis for the organization. part of your analysis/finding should be based on your interview. Outline the strengths, weaknesses, opportunities and threats for this organization? Defend your decision with evidence.

**Option #5)** Evaluate MLSE CEO as a leader. Use the 3 skills sets of a manager to defend your evaluation of his leadership abilities. What is the CEO's vision for the company? Outline your own predictions/forecast on whether the company will be successful based on the company vision.

### **Part B: Presentation Format**

You presentation must incorporate multimedia (such as Powerpoint) to present your research and analysis. The presentation should be shared equally between all members. Each member is also responsible to ensure that the have an understanding of all components for the assignment. Proper presentation guidelines (discussed previously) should be followed.

### **Specific Presentation Expectations:**

- Demonstrate appropriate presentation techniques for both groups and individuals.
- Demonstrate the use of short-term planning tools and strategies.
- Apply business teamwork skills to carry out projects and solve problems.
- Analyse organizational strategic plans, using a variety of management tools (e.g., strengths, weaknesses, opportunities, threats analysis (SWOT analysis); political, environmental, social, technological analysis; Porters five forces competitive model).
- Apply business teamwork skills to carry out projects and solve problems.
- Analyse the characteristics of effective leaders (e.g., integrity, drive, vision, commitment to equity and diversity in the workplace).
- Demonstrate the ability to use time-management techniques.

**Summative Rubric:****Part A: Theory to Practice - Individual Mark****Category - Thinking****Weight: /30 Marks****Project Expectations:**

- Did you use critical thinking skills to evaluate businesses through data analysis?
- Based on your assigned section, did you evaluate the costs & benefits to the company? Did you use your tools for assessment effectively (your assigned section)? Did you complete accurate and effective research? Were all areas for organizational assessment completed (and to what degree of success)?
- Did you apply planning theories/strategies to a variety of situations?

**Level 1:** Does not appropriately use critical and creative thinking skills; Uses concepts, skills and procedures in familiar contexts with limited effectiveness.

**Level 2:** Uses critical and creative thinking skills with limited effectiveness; Uses concepts, skills and procedures in familiar contexts with some effectiveness.

**Level 3:** Uses critical and creative thinking skills with moderate effectiveness; Uses concepts, skills and procedures in familiar contexts with considerable effectiveness.

**Level 4:** Uses critical and creative thinking skills with a high degree of effectiveness; ; Use concepts, skills and procedures in familiar contexts with a high degree of effectiveness.

**Part B: Presentations Skills - Individual Mark****Category - Communication****Weight: /20 Marks****Project Expectations:**

- Did you communicate information and ideas through writing and visual and oral presentations?
- Did you demonstrate effective use of Multimedia Presentation Software?
- Did you demonstrate appropriate presentation techniques (relevant to business environments)?

**Level 1:** Communicates information and ideas with limited clarity; Uses language, symbols and visuals with limited accuracy and effectiveness; Communicates with a limited sense of audience and purpose.

**Level 2:** Communicates information and ideas with some clarity; Uses language, symbols and visuals with some accuracy and effectiveness; Communicates with some sense of audience and purpose.

**Level 3:** Communicates information and ideas with considerable clarity; Uses language, symbols and visuals with considerable accuracy and effectiveness; Communicates with a clear sense of audience and purpose.

**Level 4:** Communicates information and ideas with a high degree of clarity; Uses language, symbols and visuals with a high degree of accuracy and effectiveness; Communicates with a strong sense of audience and purpose.

**BOH UNIT #1: SUMMATIVE - TOTAL MARKS:****Part A: Theory to Practice - Individual Mark****Category - Thinking****Weight: /****30 Marks****Part B: Presentations Skills - Individual Mark****Category - Communication****Weight: /****20 Marks****/50 Marks****Additional Presentations guidelines:**

- Maximum 25 minutes for all presentations.**
- Include an appropriate introduction and conclusion.**
- Test all technology and be prepared to start.**
- Dress professional.**
- Include pictures (and/or video) that support your analysis.**

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