

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma in Management
Professional Level

MANAGING CHANGE

4173/01

4246/01

Core Module

Valid between 1 January 2005 and 31 December 2005

READ THESE INSTRUCTIONS FIRST

You should read the assignment carefully.

It is important to complete the **Assignment Cover Sheet** when you have finished your work. You must complete the details and sign the declaration to confirm that the assignment is all your own work and your tutor must sign to verify that it is your own work.

The length of the assignment must be no more than 3000 words.

This document consists of **2** printed pages.



Managing Change – Core Module

Title: Changing for the Better

Your start point for undertaking this assignment is to familiarise yourself with the syllabus for this module and the associated assessment objectives and competence criteria.

For this assignment you should work with your own organisation or one that is familiar to you. Describe the organisation, its purpose, products and/or services and the department or project you work for (or the department/project you have selected).

Briefly describe how your organisation has evolved over the past few years, highlighting any major changes that have taken place. Explain why change may be necessary for an organisation to survive and link this to the changes that have taken place.

Using a range of analytical techniques, identify the internal and external influences for change that could affect your department or project in the future, describing the possible impact on the department or project. Identify the changes that you believe need to take place in the department or project in order to maintain quality of service and then prioritise these, justifying your decisions.

Analyse your proposed changes for suitability and decide which to implement in the short and medium term. Identify the internal and external forces that will drive the changes forward and any potential or actual resistance to these changes. Devise strategies for developing the forces for change and overcoming resistance to these changes. Analyse the drawbacks, benefits and any associated costs of the proposed changes.

Devise an implementation plan for your proposed changes. Your plan should clearly show:

- Objectives of change interventions
- The tasks that need to take place
- Timescales for the tasks
- A communications strategy
- Methods for monitoring the changes and evaluation of both the processes as well as outcomes

Write a report to your manager, describing your change plan and justifying your proposals.

You must include in your assignment all documentation, notes and materials generated from each stage of the study.

You are not expected to include confidential information on your organisation, its personnel or performance.

In writing the report, you should adopt an appropriate business format and show how knowledge and understanding of managing change have been applied in line with the module syllabus.

Indicate the number of words used at the start of your assignment report.