

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

**MANAGING CHANGE**

**4246/01**

Core Module

Valid between 1 January 2006 and 31 December 2006

**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. Marks will be deducted from assignments that exceed the word limit.

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



## **Managing Change – Core Module**

### **Title: Embracing Change**

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 your 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).

In general terms, explain why change may be necessary for an organisation to survive and describe some of the issues associated with the management of change.

Using a range of analytical techniques, identify internal and external influences for change that could affect your department or project in the future. Describe the possible impact of these influences on the department or project. Identify the risks to issues such as quality of service, customer base, profit margins and so on. Through research and discussion with other people, identify key changes that need to take place in your department or project to overcome the risks. Prioritise these changes and show how they should improve business or reduce risk in the future.

Analyse the benefits and drawbacks of the proposed changes and any associated costs.

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

Devise an implementation plan for your proposed changes which includes timescales and methods for monitoring and evaluation.

Write a report to your manager, presenting your change plan and include your justifications.

You must include in your assignment report 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.

At the start of your assignment report, indicate the number of words used, which should not exceed the maximum permitted total of 3000.