



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

MANAGING CHANGE

4246/01

Core Module

Valid between 1 January 2007 and 31 December 2007

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.

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This document consists of **3** printed pages.



Managing Change – Core Module

Title: Change as a Feature of Future Success

Your start point for undertaking this assignment is to familiarise yourself with the module syllabus and the associated assessment objectives and competence criteria so that your understanding and application of them will feature in your submitted report.

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) and your involvement with it.

Using your selected organisation as a focus, explain why change and its effective management may be necessary for future success and survival. Indicate the possible consequences of not implementing and managing change(s).

Using a range of analytical techniques, identify the internal and external influences for change that could affect your organisation in the future. Describe how such influences might impact on your department or project. Analyse risks associated with not responding to these influencing factors. Using your own knowledge and after consultation with other people, identify options for change that need to take place in the department or project in order to respond to the influences and overcome any risks. Link the need for change with the objectives of the department or project and prioritise the change options according to mitigation of risk and achievement of objectives.

Analyse the suitability of your change options and decide which should be implemented, as well as in what sequence, in the short, medium and long terms. Identify 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 any possible resistance. Summarise the benefits of the proposed changes as well as any possible drawbacks and associated costs.

Devise an implementation plan for your proposed changes. Your plan should clearly show the sequential tasks that need to take place, responsibilities, timescales and how the changes will be communicated. Identify methods for monitoring and evaluation techniques that might be adopted.

Incorporate your overall change and implementation plan in a written proposal to your manager. Clearly justify your proposal.

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.

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