

CAMBRIDGE INTERNATIONAL EXAMINATIONS  
Cambridge Career Award in Management  
Executive Diploma

**ORGANISATIONAL BEHAVIOUR AND  
CHANGE MANAGEMENT**

**4185/01  
4261/01**

Core Module

Valid between 1 January 2003 and 31 December 2003

**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 between 3000 and 4000 words.

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



## **Executive Diploma Module 4185/C**

### **Organisational Behaviour and Change Management – Core Module**

#### **Title: A Reflection on a Changing World**

1. Select two multinational organisations and, using a range of sources, obtain information about their structure, culture and values. Summarise your findings, including information on the following:
  - How the organisational structure has evolved
  - The internal and external influences that have impacted on its culture
  - How this evolution has impacted on its present culture and values
  - How these organisations are perceived by the employees and the general public
2. Compare and contrast the two organisations in terms of structure, culture and values, identifying the strengths of each and the possible risks.
3. From your research and your knowledge of current and possible future influences, present a report recommending changes and how these could be implemented. Your report should be presented as a formal proposal to the Chairman of each of the organisations, and include comments on your comparisons with the other company. Your recommendations can be as broad or revolutionary as you wish, as long as these can be justified.

You must include in your assignment all documentation, notes and materials generated from each stage as shown above.