

BBA313 Change Management

FINAL ASSESSMENT: Case Study Analysis

Case Study Analysis

Students will deliver a critical analysis focus on the core concept of the organization change, how it works, diverse factors which moves organization to change, steps for change, resistance for change, change forces, change management approaches for this specific case study of General Motor (GM).

Background

General Motor established in 1908. That time the company was the sole carmaker dealer in the region, e.g. Michigan, first it was a holding Buick company, till 1920 it was becoming the world largest motor manufacturing company. However, General Motor is a fallen giant. Glory of the past from being a great market leader to bankrupt company General motors has come a long way. In 1980s GM was the top car manufacturer in the USA until the arrival of the Japanese cars. The Japanese sold cheap and better cars. GM failed to realize the change in the industry and technology and constantly lost market share to the Japanese companies.

Assignment Purpose

To develop in detail the change strategic plan for G.M describing the appropriate actions of the company will be performed with the purpose of involvement techniques is to increase the efficiency and the effectiveness of the organization.

Instructions and Grading Criteria

The document should be 2,500 words maximum and address the following points listed below. Keep in mind that the pitch must be supported by solid analysis.

Elements to address by your case study analysis and grading distribution:

1. An analysis of the background of change for the G.M. (20%)
You need to identify the change in the environment as described in the case study focus on the external and internal conditions.
2. Selecting the appropriate Change Strategy (20%)
You must describe the four change strategies and how to select the most appropriate for this case study.
3. Dealing with Costs & Resistances (20%)
In the process of change, there will be resistance a cost. The objective of this task is to develop a specific plan how will reduce this level of resistance and what it will be the cost for the change implementation.
4. The role of communication in Times of Change (20%)
Every person in the organization must know the objective of the change. Describe the communicating procedure for change through the organization.
5. Change in corporate and business culture (20%)
The most challenging thing to do in bringing about change into the organization is to improve the culture of the organization. Describe the actions G.M should address in the culture and create a fresh strategy to succeed in an unattractive industry.

REQUIREMENTS

Structure of the Assignment

1. Cover page: Must contain your full name, the logo of the school, the name of the course, and the name of the professor.
2. Introduction: Present the aim of your work and the questions it will address
3. Analysis: Address the 7 points of the pitch listed above
4. Conclusion: Display the potential results of your pitch and assess their potential effect (strengths and weaknesses)
5. Bibliography: You should use the **Harvard Referencing System**.
6. Appendix

Requirements

- Based on the chosen company, the student should be able to research appropriate information to frame their work by developing clear objectives to which the presentation will answer
- Students must consider the use of theories and models, the flow and progression of their critical analysis, overall clarity, structure and coherence of their answers.
- Students will be graded on their capacity to prioritize, synthesize, discuss and evaluate the topic based on different perspectives
- All statements made must be supported by facts, figures and references
- All sources of information must be referenced using the Harvard Referencing System

SUBMISSION INSTRUCTIONS

The work must be uploaded on the appropriate Turnitin folder created by the course Faculty Member on Moodle.

The title of the student's submitted file should contain the following information:

- Name of this course
- Name of the Faculty Member / Teacher
- Student's full Name
- Student ID number
- Title of this assignment

The exact time allowed for the completion of this assignment will be provided by the course Faculty Member and also posted on the Moodle page for this course.

it assesses the following learning outcomes:

- Outcome 1: understand and apply the competencies and behaviors of an effective change agent.
- Outcome 2: assess and evaluate the varying diagnostic tools used to facilitate organizational change
- Outcome 3: Demonstrate the ability to appraise the ideas and arguments of academics and practitioners to assess the validity of the conclusions reached within the context of change management.
- Outcome 4: compare and contrast four change strategies and effectively apply them within defined contexts and/or specific organizations;
- Outcome 5: develop and recommend an appropriate change management plan in accordance with an organization's mission, processes, systems, organizational structures, job roles and external stimuli;

Rubrics

	Exceptional 90-100	Good 80-89	Fair 70-79	Marginal fail 60-69
Knowledge & Understanding (20%)	Student demonstrates excellent understanding of key concepts and uses vocabulary in an entirely appropriate manner.	Student demonstrates good understanding of the task and mentions some relevant concepts and demonstrates use of the relevant vocabulary.	Student understands the task and provides minimum theory and/or some use of vocabulary.	Student understands the task and attempts to answer the question but does not mention key concepts or uses minimum amount of relevant vocabulary.
Application (30%)	Student applies fully relevant knowledge from the topics delivered in class.	Student applies mostly relevant knowledge from the topics delivered in class.	Student applies some relevant knowledge from the topics delivered in class. Misunderstanding may be evident.	Student applies little relevant knowledge from the topics delivered in class. Misunderstands are evident.
Critical Thinking (30%)	Student critically assesses in excellent ways, drawing outstanding conclusions from relevant authors.	Student critically assesses in good ways, drawing conclusions from relevant authors and references.	Student provides some insights but stays on the surface of the topic. References may not be relevant.	Student makes little or none critical thinking insights, does not quote appropriate authors, and does not provide valid sources.
Communication (20%)	Student communicates their ideas extremely clearly and concisely, respecting word count, grammar and spellcheck	Student communicates their ideas clearly and concisely, respecting word count, grammar and spellcheck	Student communicates their ideas with some clarity and concision. It may be slightly over or under the wordcount limit. Some misspelling errors may be evident.	Student communicates their ideas in a somewhat unclear and unconcise way. Does not reach or does exceed wordcount excessively and misspelling errors are evident.