

LEARNING JOURNEY

Business

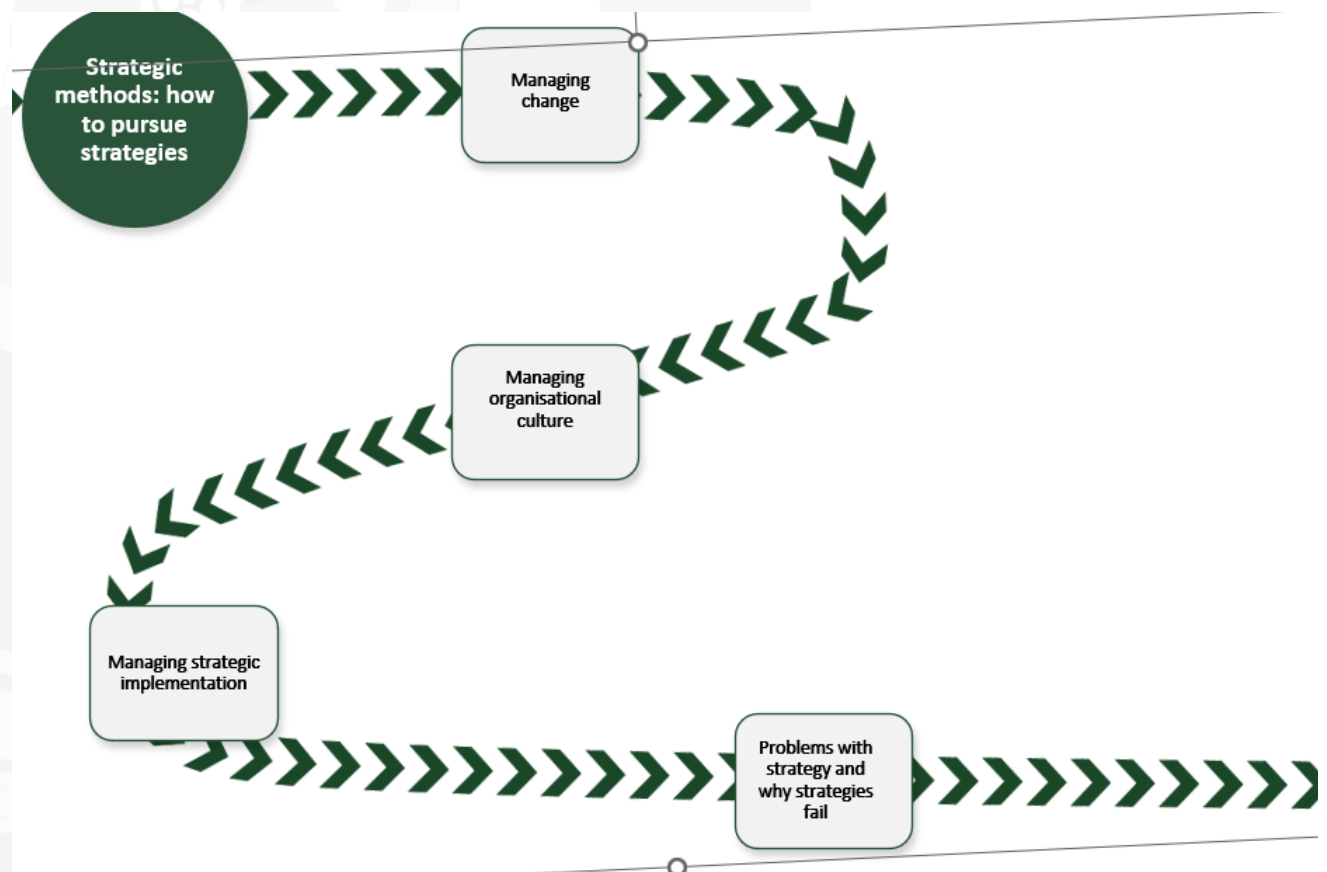


Managing strategic change – Year 13

Every business is constantly facing change. You will study how a business can manage different types of change effectively and how the management of change is interlinked with cultural change.

You will learn about the different types of culture that exist within businesses and how if managed effectively, culture can be seen as an intangible asset that links directly to positive business performance.

Once the strategy of a business has been decided, it will need to be implemented effectively in order to be successful. Network analysis is crucial to this. However, it is important to recognise that strategies can be difficult to implement due to the scale of these decisions and that flexibility is important to ensure success. Contingency planning can be seen as a fundamental part of business strategy to ensure that all changes and eventualities can be effectively planned for and dealt with appropriately



TUDOR HABITS AND VALUES:

You will look at how the culture of a business can become toxic and the pursuit of sales and profits can lead to unethical decision making. Acting with honesty and integrity is becoming increasingly important to stakeholders in today's society when deciding where to shop and who to do business with

VOCABULARY: Culture, Lewin's Force Field Analysis, Kotter & Schlesinger resistance to change, flexible organisation, network analysis, strategic drift, planned v emergent strategy, contingency planning