This is the link to the pdf file for the case study .

1.Old Mutual Limited: Leading Culture Change By: Caren Scheepers, Michelle Govender,Ivey Publishing Product #: W20212-PDF-ENG

This module is assessed through one piece of individual assessment.   
Assessment   
You are required to produce a 3500 word essay (excluding references) answering questions linked to Leading an innovation culture. The aim is to use the concepts and models used in the module and apply them to the company in the case. Also discuss your personal learning from the case.

You have the choice between two cases :  
Old Mutual Limited: Leading Culture Change By: Caren Scheepers, Michelle Govender,Ivey Publishing Product #: W20212-PDF-ENG  
Boehringer Ingelheim: Leading Innovation By: J. Robert Mitchell, Chandra Sekhar Ramasastry Product #: W14644-PDF-ENG  
For each case there are guiding questions :  
ASSIGNMENT QUESTIONS OLD Mutual  
1.    Why did Old Mutual's leaders believe they needed to change the organizational culture? Was the change effort justified?  
2.    How would you describe Morule's leadership style? How effective was Morule's leadership style for creating a sustainable organizational culture change?  
3.    Identify the steps involved in the change process at Old Mutual. What were the purposes and values of each of the change activities?  
4.    Formulate recommendations for Morule in sustaining the new culture.

Essay Structure guidance  
It is up to you how you approach the questions and present your answers and there is no set-in-stone structure. Below is a suggested structure that some students might find helpful.  
Introduction - A paragraph to introduce the key aspects that will be discussed throughout the essay   
Sub-sections - It is up to you how many sub-section headings. It can be helpful to start a new sub-section when moving on to a new question   
Conclusion – Brief summary paragraph reiterating some of the key points discussed and the personal learning   
Reference list – It is very important to correctly cite (throughout your essay) any sources of info you have used. You then need to list the full sources in a reference list at the end. This does not count towards your word count.  
The essay must be submitted electronically via Canvas and Turnitin.

Submission and Turnitin:

All assessments submitted across the program are subject to a university standard penalty of -5% of the grade for each day submitted late. If you have mitigating circumstances please complete an Extenuating circumstances form and return it to the Administrator as quickly as possible. This will be assessed by the Extenuating Circumstances Committee and any extension will be determined in conjunction with the Module Coordinator.

For all written assessments you need to submit the work through Turnitin. The submission of your assignment through Turnitin is being electronically checked for originality.