



Designing an Organisational Culture: Tony Hsieh Wrapping Zappos' Organisational Culture?

STRUCTURED ASSIGNMENT (SA)

SA has a set of logically sequenced questions based on a specific case study. These questions are meant to enhance the logical and analytical skills of the students. Students are advised to attempt a SA only after they have acquired a reasonable conceptual understanding as indicated below.

PREREQUISITE CONCEPTUAL UNDERSTANDING

- (a) To understand organisational culture and its importance - Christensen Clayton M., "What is an Organization's Culture", Harvard Business Review, October 12th 2004
- (b) To understand the significance of corporate culture for an organisation - Kell Thomas and Carrott Gregory T., "Culture Matters Most", Harvard Business Review, May 2005
- (c) To understand the impact of organisational culture on job satisfaction - Lund Daulatram B., "Organizational culture and Job satisfaction", Journal of Business and Industrial Marketing, Vol.18, No.3, 2003
- (d) To understand the influence of organisational culture on the attitudes of employees towards organisational change – Md Zabid Abdul Rashid, et al., "The Influence of Organizational culture on attitudes toward organizational change", The Leadership and Organization Development Journal Vol.25, No.2, September 2003

Structure of the Structured Assignment		
Section	Title of the Section	Number of Questions
I	Significance of Organisational Culture	2
II	Work Culture and Organisational Culture: Differences	2
III	Linkage between Nature of Business and Organisational Culture	3
IV	Founder's Impact on the Culture	2
V	Repercussions of an Exit of a CEO	2

This structured assignment was written by Sravanthi V. and Vara Vasanthi, under the guidance of Dr. Nagendra V. Chowdary, IBSCDC. It was prepared to accompany the case 'Designing an Organisational Culture: Tony Hsieh Wrapping Zappos' Organisational Culture?'. The case was compiled from published sources.

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INSTRUCTIONS TO THE STUDENTS

This assignment should accompany the case on *Designing an Organisational Culture: Tony Hsieh Wrapping Zappos' Organisational Culture?* developed by IBSCDC

- The learning from this SA can be enriching if it is attempted after having a prerequisite understanding of concepts outlined in the previous page
- Start working on this assignment after carefully going through the case and grasping the significant aspects of the case, including the 'central dilemma'
- Refer to the case as often as needed, when you are working on this assignment. This is an "open book" assignment
- Write your answers in as much detail as possible. Do not write cryptic or too brief answers in telegraphic language
- Attempt to answer all questions in all sections
- For a few questions, there may neither be 'one' answer nor a 'correct' answer. Therefore, give your analysis and logic wherever required. Develop your answers in an integrated manner drawing from your complete understanding of the case
- Use extra sheets, if necessary
- The time limit for completing the assignment and the weightages assigned to each section in this SA for the purpose of grading will be announced by the instructor.

For Use by the Student

Name of the Student :
 Enrolment Number :
 Programme :
 Course :
 Name of the Instructor :
 To be Submitted on :
 Signature of the Student :
 Date :

For Use by the Instructor

Grade Awarded/Marks Awarded :
 Remarks :
 Signature :
 Date :

