Case Presentations – Group assignment, 25% each of total grade

Due: 15 November and 16 November, 2014

On days 4 and 5, the groups will lead the discussion regarding one of the case studies we are covering in the course. Each group will take a particular position regarding some aspect of the case (see below). Additional time during the breakout sessions will be allocated on days 4 and 5 to prepare. The groups are free to prepare outside of class, although this shouldn’t be necessary. The assignments are as follows:

Day 4 (Afternoon): Volkswagen of America: Managing IT Priorities

- Groups 1 and 2: What did Volkswagen get right regarding its method of prioritizing IT projects?
- Groups 3 and 4: What did Volkswagen get wrong regarding its method of prioritizing IT projects?

Day 5 (Morning): The Globalization of Wyeth

- Groups 1 and 2: What aspects of Wyeth’s “globalization” effort are similar to any centralization and standardization effort within a large company?
- Groups 3 and 4: What aspects of Wyeth’s “globalization” effort are different from centralization and standardization efforts within a large company?

The presentations should be short (approximately 10 minutes). PowerPoint should be used to illustrate key points. The group’s grade will be based on content, delivery, and professionalism. All members of your group will receive the same grade. The process for submitting your case study analysis is as follows:

Submit the case study analysis via email to me (at ryflanag@temple.edu) by the end of session in which we discuss the case.