

**PLEASE SIT WITH
YOUR GROUPS**

**Please submit your Reading
Summary**

MIS 5402

Managing Technology and Systems

Week 6: Global Management and Platform Strategies

Spring 2015

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Adapted from material by Munir Mandviwalla and Steven L. Johnson

THE PARTY IS OVER.

**TODAY IS THE
LAST CLASS!**

Reminder:

REFLECTION

JOURNAL

DUE MIDNIGHT SATURDAY

What did you learn
this week?



Weekly Reading Summary

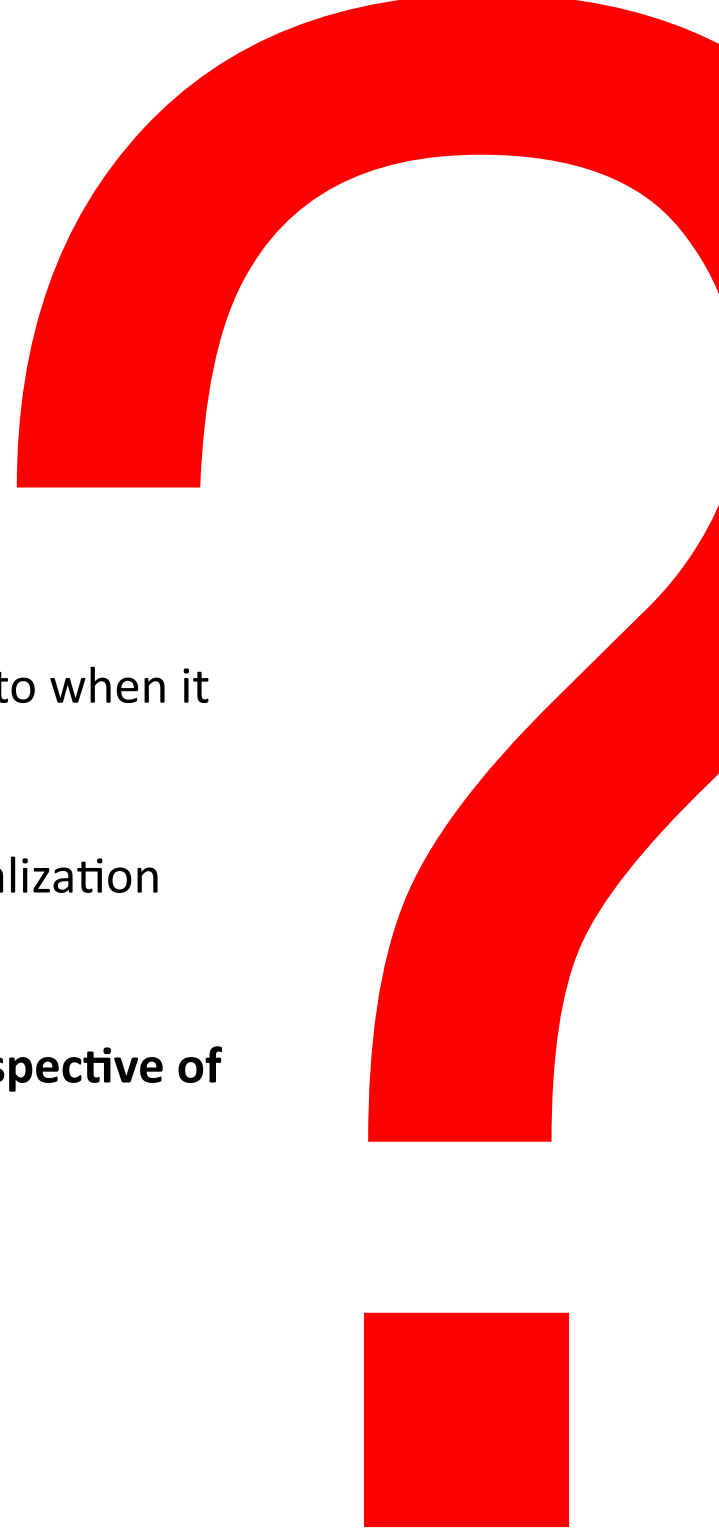
Wyeth and Volkswagen

- 1. What is one key point you took from each assigned readings?**
- 2. What is one key point you learned from the readings as a whole?**
- 3. What is one discussion question you would ask your fellow classmates?**

Case Breakout + Discussion: PT 1

THE GLOBALIZATION OF

WYETH



GLOBALIZATION AT WYETH

In your groups, discuss how would you respond to the following statements:

- What opportunities and threats was Wyeth responding to when it decided to seek a globally integrated strategy?
- What barriers did Wyeth face in implementing the globalization strategy?
- **What barriers did Wyeth face specifically from the perspective of IT?**
- Define globalization at Wyeth.

Case Breakout + Discussion: PT 2

THE GLOBALIZATION OF

WYETH



GLOBALIZATION AT WYETH

Each group will discuss and prepare to present an **EVIDENCE-BASED** response to the following issue:

Critique the IT-led globalization of Wyeth.

- Teams 1, 2 and 3:

What DID NOT WORK in the IT-led globalization of Wyeth? Why?

- Teams 4, 5 and 6:

What WORKED WELL in the IT-led globalization of Wyeth? Why?

Breakout Session + Discussion: PT1

VOLKSWAGEN

OF AMERICA

MANAGING IT PRIORITIES



VOLKSWAGEN OF AMERICA

In groups, discuss the following questions:

- Describe the problems with the way Volkswagen had been managing IT projects at the start of the case.
- How did the new management system change their prioritization processes?
- How is it possible that under this new system a “critical” project (the global supply chain system) was underfunded?

Breakout Session + Discussion: PT2

VOLKSWAGEN

OF AMERICA

MANAGING IT PRIORITIES



VOLKSWAGEN OF AMERICA

Each group will discuss and prepare to present an **EVIDENCE-BASED** response to the following issue:

Groups 1, 2 and 3:

- **What did Volkswagen get RIGHT** regarding its method of prioritizing IT projects?
- **How does it enable innovation?**

Groups 4, 5 and 6:

- **What did Volkswagen get WRONG** regarding its method of prioritizing IT projects?
- **How does it hamper innovation?**

You may use relevant additional information outside of the case material.

THANK YOU!