

Assignment



Case Analysis

Read the Harvard Business Case Study for Unit 3:

Kanter, R.M. (2009). IBM in the 21st century: The coming of the globally integrated enterprise. Harvard Business School Publishing, Product: 308105-PDF-ENG.

Prepare a case analysis on the topic of organizational challenges when becoming a globally-integrated enterprise.

Case analysis questions to consider for your response:

- What global forces drove IBM to become a globally-integrated enterprise?
- How has IBM adapted thus far? Have they been successful?
- What skills should global leaders have?
- If you were Jon Iwata and John Kelly, what recommendations would you make to Sam Palmisano? How would you implement them?

Your analysis of this case and your written submission should reflect an understanding of the critical issues of the case; integrate the material covered in the text and present concise and well-reasoned justifications for the stance that you take.

The case analysis should be at least three pages long (excluding title and reference pages), double spaced. Check for correct spelling, grammar, punctuation, mechanics, and usage. Citations should use APA style. You will find a template (GB600 Template – Unit 3 Case Analysis) in Doc Sharing.

Case Analysis Criteria

Your case analysis should consist of:

- A brief analysis of the situation and pending decision problem, as presented in the case, and as relevant to your answer. This should be exceptionally brief and you should assume the person reading the Assignment is familiar with the details of the case.

- Identification of the major issues surrounding the organization or individuals involved with the organization.
- Identification of alternate courses of action to address the issues identified.
- The decision or recommendation for action, with the appropriate supporting arguments.
- The case question(s) is designed to guide the direction of your analysis in the case. Your analysis should address and ultimately answer the question(s).

Case Analysis Grading (also see Syllabus – Focus Paper Rubric – for additional detail)

- 50% (25 points): Content, focus, use of research, and organization
- 30% (15 points): Analysis and critical thinking
- 20% (10 points): Writing style, grammar, APA format

Case Analysis Tips

Avoid common errors in case analyses, such as:

1. Focusing too heavily on minor issues.
2. Lamenting because of insufficient data in the case and ignoring creative alternatives.
3. Rehashing of case data — you should assume the reader knows the case.
4. Not appropriately evaluating the quality of the case's data.
5. Obscuring the quantitative analysis, making it difficult to understand.

Case Analysis Submission

Before you submit your Case Analysis, you should save your work on your computer in a location and with a name that you will remember. Save the document using the naming convention: Username_Unit3_CaseAnalysis.doc

Make sure your document includes:

- Your Name
- Date
- Course Name & Section Number
- Unit Number

- Case Name
- Page Numbers

Submit to the **Unit 3: Case Analysis** Dropbox. This Assignment is due by the end of Unit 3 – Tuesday, 11:59 p.m. ET.