
Discussion Question

Welcome to week 5 of your course. This discussion question will help you prepare for your CLA2 paper and final CLA2 PPT and as such, will have a fair amount of detail. Read the CLA2 assignment listed in week 8 of the course. Then, please provide an outline that itemizes the concepts that you will include in your CLA2 paper and final PPT. Please be sure to include concepts learned in the course and information (findings, conclusions) from your PA1 and CLA1 papers. Provide some brief details for each item that is outlined. Please keep in mind that you should have place-holders for material not yet covered in lecture from week 6 and 7. Here is an itemized list that summarizes the requirements of this DQ (include every item in the bullet list below, or you will not receive full credit):

- Outline that itemizes concepts learned in the course
- Include information (findings, conclusions) from your PA1, and CLA1
- Brief details for each item that is outlined
- Place-holders for material not yet covered

Note: I attached all the information here. If you have any questions then please let me know.

Professional Assignment 1 (PA1) – CLO 1, CLO 2

Read: “The Informal Economy: What it is and WHY it is important?” On page 69

Answer the questions below (With six peer-reviewed sources for support):

1. What are the implications of the informal economy for firms that operate only in the formal economy?
2. When firms consider analyzing their competition, should they include firms in the informal economy? Please explain why or why not.
3. What opportunities does the informal economy present to firms operating in the formal economy?
4. What threats does the informal economy present to firms operating in the formal economy?
5. How do firms operating in the formal economy identify and analyze the parts of the informal economy relevant to their strategies?

*Please refer to the Grading Criteria for Professional Assignments on page 10 of the syllabus for specific guidelines and expectations.

(CLA 1) Comprehensive Learning Assessment 1 - CLA 1 – CLO 1, CLO 2, CLO 3

Read: “Strategic Acquisitions and Accelerated Integration of Those Acquisitions are a Vial Capability of Cisco Systems” on pages 228-229. Prepare a 4 to 6 page APA formatted paper (with six peer-reviewed sources for support):

Answer questions:

1. Of the “Reasons for Acquisitions” section in the chapter, which reasons are the primary drivers of Cisco’s acquisition strategy?
2. Of the acquisitions Cisco has completed, which ones are horizontal acquisitions and which ones are vertical acquisitions? Which of these acquisitions do you believe have the strongest likelihood of being successful and why?
3. Explain John Chambers’ views about acquisitions. How have his views affected the nature of Cisco’s acquisition strategy?
4. Describe the core plan Cisco has in place to guide the integration of an acquired firm into its operations. What are the strengths of this plan, and what are its potential weaknesses?

*Please refer to the Grading Criteria for Comprehensive Learning Assessments (CLAs) on page 11-12 of the syllabus for specific guidelines and expectations.

Professional Assignment 2 – CLO 5

Read: “Unilever Cooperates with Many Firms and Nonprofit Organizations to Implement its Strategy While Creating a More Sustainable Environment” on pages 374-375. In a 2 to 3 page APA formatted paper (with six peer-reviewed sources for support):

Answer the following questions:

1. Why have consumer product companies headquartered in Europe historically used the multi-domestic strategy? In your view, is this an effective choice of international strategy for these firms? Why or why not?
2. To implement its “sustainable business model,” what types of strategies is Unilever considering for use and why?
3. What organizational structure will Unilever need to use to reach its sustainability objectives?
4. What issues about organizational structure surface as a result of Unilever’s proposed strategies and objectives regarding sustainability.

*Please refer to the Grading Criteria for Professional Assignments on page 10 of the syllabus for specific guidelines and expectations.

CLA 2 Comprehensive Learning Assessment 2 – CLO 1, CLO 4, CLO 5, CLO 6, CLO 7

Read “An Innovation Failure at JC Penney: Its Causes and Consequences” on pages 436- 437

Answer the following questions in essay format (with six peer-reviewed sources as support).

1. The new CEO tried to be innovative. Were the innovations introduced, more incremental or more novel? Please explain.
2. Do the innovations implemented by JCP sound interesting to you? Would you shop at a store with these features? Why or why not?
3. What are the reasons that the innovations implemented by the new CEO failed?
4. What recommendations do you have for turning around the performance of JCP?

*Please refer to the Grading Criteria for Comprehensive Learning Assessments (CLAs) on page 11-12 of the syllabus for specific guidelines and expectations.

CLA2 Comprehensive Learning Assessment (CLA 2) Presentation

In addition to your CLA2 report, please prepare a professional PowerPoint presentation summarizing your findings for CLA2. The presentation will consist of your major findings, analysis, and recommendations in a concise presentation of 15 slides (minimum). You should use content from your CLA2 report as material for your PowerPoint presentation. In addition, you should include learning outcomes from all your major assignments. This would include PA1, CLA1, PA2, and of course, CLA2 (unless otherwise specified by your Professor). An agenda, executive summary, and references slides should also be included. Please keep in mind that the university is moving towards a more digital footprint for our students. This means that your final CLA2 presentation may be recorded, so that you may include it in your “e-portfolio” (graduating students should have all of their CLA2 presentations on a flash-drive, in addition to student biography, resume, interests, and so forth). Students will present their PowerPoint during the last week of class in either the On-Campus Class Session or the online Virtual Class Session, as determined by the professor. Presentations should not exceed 15 minutes.

*Please refer to the Grading Criteria for CLA2 Presentations on page 11-12 of the syllabus for specific guidelines and expectations.