

BUSI 2710

MANAGEMENT ASSIGNMENT

TO BE DONE IN GROUPS 2 TO 4 STUDENTS!

DUE ON FEBRUARY 11TH, 2014, BEGINNING OF CLASS

Case: “Siemens Rolm Communications, Inc.: Integrated Logistics Core Process Redesign (ILCPR)” by Donna B. Stoddard and Sirkka Jarvenpaa, HBSP product number 195214-PDF-ENG.

Read the case. Evaluate Siemens ROLM using Hammer's PEMM framework by answering the following two questions:

1. Write one paragraph for each detailed enabler (13 enterprise enablers and 13 process enablers). Briefly (in one to three sentences), describe the enabler. State whether the case provides information on it. If so, how do you evaluate Siemens Rolm's maturity for that enabler. Provide case evidence for your evaluation. Also state if the case provides no information to evaluate an enabler. Be as explicit as you can in relating the case to the PEMM enabler description. Be as complete as you can in covering the case, as well as covering all aspects of the PEMM enabler description.
2. In your opinion, what are the top 3 to 5 enablers where Siemens Rolm is lacking? Write one paragraph for each of these. State why you believe these are among the most important ones. Also state what changes you recommend that Siemens Rolm make for each of these. Be as specific and detailed in describing the changes as you can.

Citing and Evidence:

Make sure you substantiate your arguments and assertions with evidence and examples from the case.

It is not necessary that you formally cite sources or have a bibliography, as there is only the case and Hammer's article on PEMM. However, in your report you must provide evidence to support any argument or assertion that you make by quoting from the case or providing a page reference to the case or, ideally, both.

Required formatting:

- Arial font
- 11 pt font size
- Single-spaced
- Justified
- 6pt space after paragraphs
- 1.5 inch margins on top, bottom, left, right
- Headings in all caps and bold
- Page numbers in page footer, right-aligned
- Title page must contain only the course number, your name and student id, word count; no page number for title page (following page is number 1)

For this assignment, you may use the first person form, as this is your own interpretation of the case. You do not need to provide a table of contents, a summary, abstract, or other elements.

You should use approximately 5 to 7 pages. This page count is a guideline only. You may use fewer or more pages. The assignment will be evaluated based on quality, not quantity.

Writing Skills

This is expected to be a University level report. You should be able to communicate effectively in a written report. Basic structural errors like missing page numbers, no headings, no cover page, inconsistent fonts, and/or misspelling the instructor's name will result in severely reduced grades. These omissions demonstrate a complete lack of effort and care and will be treated with prejudice.

I will assess each written assessment also on writing, according to the criteria provided in the calendar section 5.8.3 and multiply your assessment by this grade. For example, if your project is assessed an 80%, but your writing is also assessed at 80%, the total would be 64%.

If you do not feel comfortable with your writing skills, or are in doubt about your writing skills, please visit the **MUN Writing Center** at <http://www.mun.ca/writingcentre> to seek advice. **The Writing Centre can review and help you with your assignment BEFORE YOU SUBMIT IT.** Students who have done this in the past have greatly benefitted from this.

5.8.3 Good Writing

1. Students at all university levels should have reasonably sophisticated and effective communication skills and are expected to demonstrate proficiency in logical organization, clarity of expression and grammatical correctness. Good writing is expected of students in all courses. Upon graduation students should be capable of expressing complicated ideas clearly and concisely and should be able to develop arguments in a logical manner. When, in the judgement of the instructor, a student persistently fails to display a reasonable standard of writing, the instructor may consider this when assigning a final grade.

2. Good writing is characterized by the following qualities:

- * Content
 - o critical insight and freshness of thought,
 - o clear and penetrating ideas,
 - o perceptive, pure grasp of subject,
 - o intelligent use of primary and secondary sources, and
 - o a sense of completeness about the handling of the topic.
- * Organization
 - o effective introduction and conclusion,
 - o main idea is clear and logical development follows,
 - o smooth transitions, and
 - o good use of details.
- * Style
 - o appropriate, accurate, precise and idiomatic diction, and
 - o sentences varied in kind, length and effect.
- * Mechanics
 - o consistently correct spelling,
 - o accurate use of punctuation,
 - o grammatically correct sentences, and
 - o well organized paragraphing.

Academic Conduct

Academic honesty is an integral part of university life. As such, you should be aware of the university regulations on this aspect of the course. I wish to draw the following excerpt from Section 5.11.4 to your attention. If in doubt, check with your instructor.

"Plagiarism is the act of presenting the ideas or works of another as one's own. This applies to all material such as essays, laboratory reports, work term reports, design projects, seminar presentations, statistical data, computer programs, research results and theses. The properly acknowledged use of sources is an accepted and important part of scholarship. Use of such material without acknowledgment is contrary to accepted norms of academic behaviour. Information regarding acceptable writing or by email practices is available through the Writing Centre at www.mun.ca/writingcentre/about/."