# **MGMT4316 Spring 2023**

# **Term Project Topics and Instructions**

**[Objectives]**

This team assignment is 1) to assess your ability to analyze and synthesize major theories and concepts in international settings; 2) to improve your research skills; and 3) to offer opportunity for teamwork.

**[Case Selection]**

Please select ONLY ONE topic from the options specified in this file starting from Page 2. Discuss with your team to decide which option your team would like to take.

**[Requirements for Team Project]**

The case analysis report should be essay type with 10 - 15 pages in length, plus whatever the diagrams, references, and appendices you feel appropriate. Reference page is NOT counted for length requirement. The report is to be typed, using double-space and 12-point type font with one-inch margins on all sides. Your writing including in-text citation and reference list should follow the APA style. You can also find all information about APA style from here: <https://owl.english.purdue.edu/owl/resource/560/01/>. MLA style is acceptable too.

You need to search on the Internet and our online library (<https://library.uhv.edu>) to find the situation and facts about the case topic, and answer the case questions in your paper report. Keep in mind that you need to cite in your text and list the references for all the information including facts and analysis that you found from other sources. At least TEN citations are required.

Your final term paper is subject to TurnItIn similarity check. TurnItIn is a program for duplication/similarity check by comparing your work to online sources. You may receive a fail grade for your final paper if it has a similarity rate higher than 20%.

**[Submission Deadlines]**

You will need to submit your complete draft to me by Apr 16th (Sunday). I will return to you with my comments and revision suggestions if applicable. Draft submission is not mandatory but highly encouraged.

The final submission is due May 10th (Wednesday) through Blackboard TurnItIn submission link. Please submit it a few days before the deadline so that you have time to revise and resubmit (by choosing the “resubmit” option during the submission) if the similarity rate is higher than 20%. You can revise your paper and use “resubmit” option to resubmit to reduce the rate. Please note that after three resubmissions the updated similarity report will be generated after 24 hours. Only your last submission before the deadline will be graded. Please coordinate with each other and assign only one person to submit/resubmit for the whole team.

**[Case Options]**

Please discuss with your team to select ONE from the following. You need to write an essay-like report to incorporate the answers to the questions in the case, but please do not directly put the topic questions in your paper.

***Option 1:* COVID-19 and the fragile global supply chain**

As MNCs heavily rely on parts and component and many other products from different countries, the disruption of global supply chain caused by COVID-19 is forcing them to think about the remedies. Without a solution for virus transmission and a cure for infection, the global supply chain is believed to be fragile and uncertain and could be put on hold once there is a next wave of outbreak. With the high likelihood that the COVID would not go away in near future, the current challenges would also bring significant implications for MNCs to reshape their supply chain network to avoid future volatility.

As some background information you may need to know, Ernst & Young LLP (EY US) conducted a survey of 200 senior-level supply chain executives in late 2020 regarding the impact of the pandemic on supply chain. Their findings can be found here: <https://www.ey.com/en_us/supply-chain/how-covid-19-impacted-supply-chains-and-what-comes-next>

Apply the knowledge you learned from Chapters 1-3, Chapters 8-10 and possibly other chapters to understand the impact of coronavirus on the industries with global linkages and dependence. Also propose several recommendations for MNCs with global supply chain and global markets to deal with similar issues in future. Please do NOT focus on the description of COVID-19 pandemic. Focus on the supply chain issues caused by the pandemic and how MNCs can fix the issues and improve supply chain management.

***Option 2:* From CEO to whistleblower: Proof of courage or betrayal?**

Michael Woodford was the former CEO of a Japanese firm, Olympus, the first foreigner to take a top position in Japanese large firms. After a few months in his new position, he decided to report wrongdoings of the company and became a whistleblower. He was then ousted and even received death threat.

Apply the knowledge you learned from Chapters 1-3, Chapters 4-7 and possibly other chapters to understand Michael Woodford's behavior and evaluate its consequences to the company, Olympus, and the public in general. Also discuss the implications for business ethics and social responsibility in international management. Again, your analysis should be focused on 1) understanding Woodford’s behavior, 2) its consequences to the company and the public in general, and 3) the implications for business ethics and social responsibility in international management.

Some basic information:

<http://en.wikipedia.org/wiki/Olympus_scandal> ;

<https://www.youtube.com/watch?v=eEBlound460>

***Option 3:* Racing against imitation: Groupon’s global expansion**

In the two years since its founding, Groupon has seen its business model copied by companies in about 50 countries. The Chicago-based group-buying site has responded to the competition by raising a ton of capital and going on a shopping spree of its very own.

Some basic information:

[http://www.inc.com/magazine/20101001/how-groupon-handles-copycats-overseas.html](%20http://www.inc.com/magazine/20101001/how-groupon-handles-copycats-overseas.html);

<https://d18rn0p25nwr6d.cloudfront.net/CIK-0001490281/684bd979-c4ac-409c-a298-b31069f8bc39.html> (Group 2021 Annual Report. You may check the content about its international operations and performance).

Based on Chapters 8-9 and possibly other chapters, identify and evaluate Groupon’s global expansion strategy. What challenges do you expect that Groupon will have or currently have? What are your strategy recommendations? In other words, please focus your analysis on 1) identification and assessment of current GLOBAL expansion strategy, 2) the challenges they have for the expansion, and 3) your recommendation for them to have a better global expansion.

***Option 4:* Who has the last laugh? Samsung (Galaxy) vs. Apple (iPhone) in cellphone markets**

The two entrepreneurs finally encountered each other as the top players in global cellphone market after less than ten years’ amazing growth but following totally different trajectory. Apple is the world’s largest information technology company. However, Samsung cellphones has the largest global market share in for a decade since 2012. The situation may change in near future, though. In 2021, Apple topped the global smartphone market with an overwhelming lead over its competitors in terms of sales revenue. Samsung Electronics, currently still the world’s No. 1 smartphone maker in terms of sales volume, came in second in terms of sales value.

Despite of their continuing collaboration since the release of the first iPhone and numerous lawsuits in past few years, it seems that the competition between Samsung and Apple will never come to an end. With respect to global cellphone market, in recent seven years since 2012 Samsung remains at the top of the vendor listings. In 2021, Samsung has held a share of 19% in the smartphone market in terms of units sold followed closely by Apple, 16.7%. Other brands such as Xiaomi and OPPO have also increased their market share. (Source: Gartner)

In recent years, Apple changed its tradition of releasing only one model for every other year. Since September 2019, Apple released a regular version of iPhone, a Pro, and a Pro Max version together with low end model, SE. Samsung is also picking up its ambition with the 2019 release of Galaxy Note10, Note10 5G, Note10+, Note 10+ 5G with comparable new design and features together with more affordable S series (four models), Fold series (two models), and A series (17 models)[[1]](#footnote-1). The battle between Apple and Samsung on smartphones becomes more complicated and uncertain.

Based on Chapters 8-9 and possibly other chapters, understand and evaluate their different international strategies that Samsung and Apple have in addressing different country cellphone markets. What international strategy do you think Apple should adopt to maintain its leadership and have the last laugh in global cellphone market? Please focus on their international strategies rather than their general strategies, such as differentiation or cost leadership. Also, please do not put a lot of content on the basic information of the two companies.

**PEER EVALUATION SURVEY (SAMPLE)[[2]](#footnote-2)**

Your Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Case Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your team is given 100 points in total for the purpose of peer evaluation. Please allocate these points among your members (INCLUDING YOUSELF), based upon the relative contribution of each team member to the team project. Please consider the following aspects: 1. quality of work; 2. time-management; and 3. working together with others.

The total sum must add up to 100. You should also give explanations to justify your ratings in the following comments area.

Each student is expected to complete this form by the end of the semester RIGHT AFTER your final project paper was submitted.

This information will be strictly kept confidential, viewed only by the instructor for the purpose of evaluation.

Team Member Name:

(1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Points \_\_\_\_\_\_\_\_\_\_

(2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Points \_\_\_\_\_\_\_\_\_\_

(3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Points \_\_\_\_\_\_\_\_\_\_

Total = 100

Comments and additional information:

(Please give explanations to justify your ratings given above. This is required.)

1. <http://www.samsungsfour.com/mobiles/samsung-galaxy-smartphones-complete-model-list-released-year.html> [↑](#footnote-ref-1)
2. This is a sample questionnaire. The actual link will be available in the Blackboard project folder during the last week. [↑](#footnote-ref-2)