

# Case study honda assignment



**ASSIGN  
BUSTER**

The assignment has been designed to allow you to develop and use your knowledge and skills in understanding key strategic issues relating to the Global Automobile Industry. You will be required to apply the strategic concepts and analytical techniques studied in this module. All the learning outcomes below will be assessed: 1 .

Demonstrate critical understanding and application of relevant theories associated with global corporate policies and strategies. . Understand the holistic nature of strategy and apply analytical techniques to solve complex problems in real life organizations. 3. Demonstrate knowledge of the strategic decision making process through critical analysis of how strategic decision making enables an organization to relate to its global business environment. 4.

Critically evaluate and monitor the business mission, objectives and policies of international organizations. 5. Use critical reflective skills to reflect on the impact of their understanding on the problem solving process. The assignment will be internally moderated by: Module Team Please note: 1 . All work must adhere to the University regulations on ‘ Cheating, Collusion and Plagiarism’ which are provided as an Appendix in your Programmer Handbook. You are encouraged to use ‘ Harvard Referencing Style’ and avoid ‘ Plagiarism’. . A hard copy and an electronic copy on CD Room or DVD of the assignment must be handed to the London Campus on or before the appointed date under cover of the Cumberland Business School (CBS) Feedback Sheet. Please include a Turning Report. 3. Issue Date: Thursday, 25 April 2013 . Submission Date: ??? 2013 Task Your task is to carry out a critical analysis and evaluation of the strategies adopted by global

automobile industry, using the information provided and other materials researched.

You will be expected to select and apply appropriate theories, techniques and models studied during the module whilst having regard to the practical aspects of strategy development. Your assignment should be presented in a business report format and should be within the range 3, 500 B± 10% words (excluding executive summary/abstract, references and relevant appendices). The report should include a title page and abstract and be fully and consistently referenced, using Harvard Referencing style.

You must also submit a CD Room or DVD containing an electronic version of the report. This should be clearly labeled with your name, your course and the name of the case study. It is recommended that you research information additional to the case study to support your arguments. This may be obtained from a diverse range of sources and you are encouraged to research the issues in whichever way you deem appropriate. Assessment Criteria In the event of failing this individual assignment, normal referral / deferral procedures will apply.

This assignment carries a weighting of 100%. The assessment will focus on the level of ANALYSIS carried out. That is, the application of THEORETICAL CONCEPTS studied in the module to the ‘ practical’ case study presented. In other words, you should proceed beyond a DESCRIPTION of the company and its actions. You should be analyzing ‘ why rather than describing ‘ what’. The assignment will be assessed and moderated by two members of staff in

accordance with the marks allocated to each of the questions detailed below. 10% of the marks are set aside for the ‘ presentation’ criteria.

Academic Rigor your ability to isolate the key strategic issues the coherence and depth of the analysis of those issues the ability to analyses the strategy context within which companies operates the ability to critically review and evaluate strategic decisions made by companies Methodology the use of relevant evidence, from material provided and personal research to support any statements made the appropriateness of the methods used and heretical models and frameworks applied the breadth and depth of research undertaken Evaluation of data the ability to make sound recommendations or conclusions arising from the analysis the soundness of arguments put forward Presentation the summary of arguments report layout and format use of illustrative material and evidence to support arguments appropriateness of length the quantity and accuracy of referencing the I The Global Automobile Industry: “ By following a corporate policy that stresses originality, innovation, and efficiency in every facet of its operations – from product development and manufacturing to marketing – Honda has striven to attain its goals of satisfying its customers” (Honda Annual Report, 1997; cited in De Wit and Meyer, 2010, p. 657).

Read the case study entitled “ Reconciling managerial dichotomies at Honda Motors” by Andrew Mari, cited in De Wit and Meyer (2010: 657-672) Strategy Process, Content, Context; and carry out appropriate analyses of the global corporate strategies adopted by Honda Motors and other world-class automobile companies such as General Motors (GM), Volkswagen and Toyota, and answer he questions below. You are encouraged to use relevant <https://assignbuster.com/case-study-honda-assignment/>

data/information from company websites. Question One: Global integration and local responsiveness Using information from the case study and company annual reports, critically evaluate the ‘ pressures for global integration of activities’ and the ‘ pressures for local responsiveness’ along the global automobile industry supply chain since the asses to date. You are expected to use appropriate examples from Honda (<http://world.honda.com/group/UK/>), General Motors (<http://www.gm.com/>), and Toyota (<http://vow.toyota-global.com/>). 30 % marks] I Question Two: Reconciling dichotomies: a method for innovative thinking Using examples from the case study and relevant literature, explain the concept of ‘ reconciling dichotomies’ underlying Hound’s method for innovative strategic thinking.