Educational Objectives

1. To understand the position of companies you will visit in their industries and the key strategic challenges and opportunities they face.
2. To familiarize yourself with the strategic challenges and opportunities confronting the industries you will visit.
3. To appreciate basic facts about the companies and industries you will visit.
4. To prepare yourself for the meetings with the managers in the country or countries you will visit.

Deliverable

One hardcopy of your briefing book paper is due in the MBA.PM Program Office by 6:30PM on February 16. One electronic copy should be submitted in PDF format with Turnitin by 6:30PM on February 16.

Description

This paper is a short analysis of one of the companies and industries you will visit (one team will be assigned to each of the companies and industries you will visit). The emphasis of the paper should be on discussing the key strategic challenges and opportunities confronting your assigned company and industry and understanding the types of important decisions facing managers in your company. The purpose of these papers is to prepare yourself for the meetings with companies in your country or countries. By having some familiarity with the companies and industries you will visit, you will be prepared to think about more strategic issues during the company visits and ask more sophisticated questions of the speakers.

The paper should consist of your own interpretation and analysis of the information you collect and should be written in your own words. Cutting and pasting information from other sources should be avoided. Instead of merely repeating the information you collect, you should make sense of the information you collect, interpret the information in terms of the strategic implications for your company and industry, and communicate these points effectively and concisely in the paper.

Briefing book papers should be approximately three pages, single-spaced (five pages is the maximum length). Be sure to cite your sources of information. A template for formatting the briefing book papers is provided so that these papers have a consistent appearance when assembled into a book (see the Appendix of this document for the template).

Issues to Address in Briefing Paper

The paper should be divided into five sections corresponding to the following five issues:

1) Describe briefly your company and the industry in which it is located.
2) Analyze the major strategic challenges and opportunities facing the industry.
3) Analyze the competitive position of the company in its industry. Analyze the strengths and weaknesses of the company.
4) Analyze the key strategic challenges and opportunities facing the company today and in the future. Discuss the most important decisions facing senior managers in the company.
5) List your sources of information.
Appendix

TEMPLATE FOR PRE-TRIP BREIFING BOOK PAPER
PM.GLOBE 2012
Pre-Trip Briefing Paper

<<Put the Company Name Here>>

Briefing prepared by
<<FirstName1 LastName1>>
<<FirstName2 LastName2>>
<<FirstName3 LastName3>>
<<FirstName4 LastName4>>
<<FirstName5 LastName5>>
<<FirstName6 LastName6>>

MBA PM Students
Marshall School of Business
University of Southern California

February 16, 2012
1. Description of Company and Industry

<< Describe briefly your company and the industry in which it is located.>>

<<To provide consistency of appearance among all the papers in the briefing book, please do not change the formatting or font that appears in this document. Use the body text style for your paragraphs and do not indent at the start of each paragraph. Do not right justify.>>

2. Strategic Challenges and Opportunities Facing Industry

<<Analyze the major strategic challenges and opportunities facing your industry.>>

3. Competitive Position of Company – Company Strengths and Weaknesses

<<Analyze the competitive position of your company in its industry. Analyze the strengths and weaknesses of your company.>>

4. Strategic Challenges and Opportunities Facing Company

<<Analyze the key strategic challenges and opportunities facing your company today and in the future. Discuss the most important decisions facing senior managers in the company.>>

5. Sources of Information

<<List your sources of information.>>

<<Put your company name here, centered on the page, and on subsequent pages.>>

Page 1 <<Put appropriate page number here, centered, and on subsequent pages.>>