

Course Code: MBA5110-8

Course Start Date: 01/02/2017

Section: Managing Change

Week: 7

Activity: Assess Technology Needs Following a Change Initiative

Activity Due Date: 02/19/2017

Activity Description

Select one of the following organizations: Google, Zappos, Southwest, Xerox, Samsung, or Procter & Gamble to research a recent technology change the company implemented. For this assignment, use sources from the NCU library, company Website, and/or other internet databases to research the selected organization. Determine the reasons for the change, the effectiveness of managing the change, and how the change has impacted the company.

Prepare a brief summary outlining the technology change for the company you selected. Then, determine how your current or former organization may benefit from a similar technology initiative (i.e., a change to improve or replace a current process).

Support your assignment with at least three resources. In addition to these specified resources, other appropriate scholarly resources, including older articles, may be included.

Length: 2-3 pages, not including title and reference pages

Your assignment should demonstrate thoughtful consideration of the ideas and concepts presented in the course by providing new thoughts and insights relating directly to this topic. Your response should reflect scholarly writing and current APA standards. Be sure to adhere to Northcentral University's Academic Integrity Policy.

Upload your assignment using the Upload Assignment button below.

Learning Outcomes

- 4.0 Use technology and information resources to research issues in modern management.

Resources

Articles	
Reference	Instruction
Ullah, A. & Lai, R. (2013). A systematic review of business and information technology alignment. http://dl.acm.org.proxy1.ncu.edu/citation.cfm?id=2445564	Read Article

Document/Other	
Reference	Instruction
Forrester Research. (2013, December 5). Technology management to win, serve, and retain customers [Video file]. https://www.youtube.com/watch?v=R50JAtdGZXQ	Watch Video