Assignment #1 -Part 1: Learning from failure – GE Digital Transformation

Individual Assignment

Due: See Course Syllabus

Upload: To Turnitin in Week 4

Mark: 100 (Weighted at 10%)

In November of 2021, GE announced that in order to survive in the rapidly changing marketplace, the company would spend billions of dollars into a digital strategy. This individual research paper explores General Electric's Digital Transformation plan and what MBA students can learn from the failure.

Start here by listening to this podcast: https://www.ivey.uwo.ca/publishing/podcast/2021/11/digital-transformation-at-ge-what-went-wrong/

After listening to the podcast, additional research will be required on the following areas:

- Review the GE Digital Strategy/Business Strategy
- Review GE's 2019, 2020, 2021 Corporate 10-K report and summarize the challenges that GE is facing from suppliers, competitors and the business environment. How to read a 10-K Report: https://www.youtube.com/watch?v=Q0o9S0q0Rr4&ab_channel=HamishHodder
- Identify and review at least five (5) reasons that GE's Digital Transformation plan and/or execution fail.

The paper will contain the following:

- Title Page
- Academic Integrity Statement and screenshot of GPTZERO and ZEROGPT Score
- Table of Contents
- Introduction
- (1)Selecting any one reason from your research as to why GE's Digital Transformation plan and/or execution failed and for **each** of the two reasons:
    - (a)Provide a **plan** for the reason of failure that might bring success. The plan must include clear connection to people (internal and external), estimate costs, estimate time, estimate resources. The estimates must be plausible.
    - (b)How is success measured in your plan? Justify your success metrics.
    - (c)The plan and success measurements must be based on business models , system models, or other academic models.
- (2)A section that describes what your learned from GE's Digital Transformation failure. In your opinion what is the main cause for failure. Justify your opinion and ensure that the reason is connected back to Digital Transformation change.
- Conclusion
- Reference page

Requirements:

- APA 7th Edition format for the paper. Title page, Table of Contents, Reference page.
- Table of Contents required: https://www.scribbr.com/apa-style/apa-table-of-contents/
- No Abstract required or Executive Summary required.
- Academic Integrity Statement on a separate page after the title page.
- ZEROGPT Check is required for this assignment. All ZEROGPT screenshots to be after the reference pages.
- For the personal opinion, the author can use "I" as set out in APA 7th edition.
- This paper must be written as a research essay paper.
- Support your answers with research from academic and relevant industry sources.
- Introduction – please follow the best practice as set out here. https://edubirdie.com/blog/research-paper-introduction#:~:text=%20Writing%20an%20Introduction%20to%20a%20Research%20Paper,is%20important.%206%20State%20your%20hypothesis.%20More%20
- Conclusion – please follow the best practice as set out here: https://essay-lib.com/write-conclusion-research-paper/
- The paper must flow some logical flow. Use of headers are required.
- The paper will be marked on the rubrics shown below. Ensure your paper follows the rubrics.
- The paper should not exceed 10 pages (not including the title page, reference page, introduction or conclusion). There is no minimum word count. The key is whether the paper thoroughly answers the questions above. Precise and concise writing is recommended. Consider using tables and charts in the paper.
- Ensure the paper has its mechanics and grammar checked through Grammarly. Set Grammarly Goals (Click Adjust Goals) to Knowledgeable for Audience, Formal for Formality, and Business for Domain.
- Review the MBA Writing Guide (Found in Week 0) to address any writing issues
- Please use a L2 or L1 header for each major section of the paper.
- Turnitin score of less than 5% is required. Turnitin does not count quoted material, title page, or reference page. Turnitin score only refers to the body of the assignment. Please note that key words cannot be changed and this can drive up the Turnitin score.
- A minimum 5 academic references via the UCW library and 6 non-academic references (minimum total 11). Sites such as Panmore, UKEsssay, Scribble, Coursehero, Chegg, and Wikipedia or any "pedia" site such as Technopedia, Investopedia or others, will not be allowed. Marks will be deducted for the use of these sites. Use of other student's paper from any other institution as a reference will not be accepted.
- A well written paper is one where the paper teaches the reader about the topic. Do not assume that the reader understands your topic or will fill in the blanks of information. Marks are given for what is written not what you planned to write or what is inferred from the writing. Be clear, succinct, with specific examples, researched support, and use of simple business English.

Support:
1. Your instructor offers to review the paper – some paragraphs or the whole paper – and provide feedback and guidance. Submit the paper via email no later than April 26th by 11:59pm. The instructor will reply within 48 hours (depending on the number of papers). Any papers submitted after that date will not get any feedback.

2. Turnitin is setup to allow you to test the similarity of your paper. You can test the paper once every 24 hours before the due date and time. When reviewing your Turnitin score

Layout and Checklist for the Paper – Follow APA 7th edition rules

APA Title Page (Use UCW APA template)

- Follow UCW APA template guidelines for title page
- Pick an appropriate title that reflects the content of the paper. Never use the word "Assignment".

Academic Integrity Statement

- Statement found in the Course Syllabus

Table of Content

- Must be on a new page
- Follow Table of Content per APA. https://www.scribbr.com/apa-style/apa-table-of-contents/

Introduction Section (Follow UCW APA template on how to do the Introduction Section)

- Must start on a new page.
- Ensure the introduction follows the best practices as set out in the requirements

Body of paper

- Follows the introduction section
- Use appropriate APA headers format for new section of the paper
- Embed pictures, tables, charts directly into the body of the paper

Body of paper (Personal Assessment of the main reason for the failure)

- Use appropriate APA headers
- Justify your answer using appropriate business models

Conclusion

- Follow the conclusion best practice as set out in the requirements.

Reference page

- Must be on a new page
- Follow APA rules for layout and format
- Ensure that all in-text citations are identified in the reference page

ZEROGPT Screen shots

- For each page, a screenshot to show ZEROGPT Results. If you have 11 pages, then there should be 11 screenshots that shows the results and the first couple of lines of the text.

Topics	Comments	Max. Grade
Subject Matter (50%)	**Subject Matter (50%)**	
• 1A(12),B(9),C(9), 2(20) • Key elements of assignments are covered • Content is comprehensive, accurate, persuasive • Displays an understanding of relevant theory • Major points supported by specific references • Research is adequate/timely and citations are academically valid. Incorrect in-text citation results in mark deduction.		50
Organization (20%)	**Organization (20%)**	
• The **introduction** provides a sufficient background on the topic and previews major points • Central theme/purpose is immediately clear • Structure is clear, logical, and easy to follow with proper headings following APA. Incorrect APA header will result in mark deduction • Subsequent sections develop/support the central theme • The **conclusion** follow logically from the body of the paper		20
Style/Mechanics (30%)	**Style/Mechanics (30%)**	
APA 7th (10%) • Title page is present and properly formatted – separate page • Reference page is present and properly formatted – separate page • Citations/reference page follow APA guidelines • Properly cites ideas from other sources • More than five mistakes in the entire paper will result in zero mark for this section of the rubric.		10
Grammar/Punctuation/Spelling (10%) • Grammar, Spelling, Punctuation • Effective use of writing mechanics – bullets, Lists • Proper mechanics in writing		10
Readability/Style (10%) • Sentences are complete, clear, and concise • Sentences are well-constructed with consistently strong, varied structure • Transitions between sentences/paragraphs/sections help maintain the flow of thought • Words used are precise and unambiguous • Effective use of Headers (No header stacking) • The tone is appropriate to the audience, content, and assignment • Proper use of terminology		10
Grade on 100	**Subtotal**	**100**
	Penalties	

Assignment #1 – Part 2: Video on Plans for Delivering GE Digital Transformation

Individual Assignment

Upload: To Week 5

Mark: 100 (Weighted 10%)

Due: See Course Syllabus

Instructions:

From your paper, you designed various plans to specific failures of GE's Digital Transformation. This presentation, you will:

- Role play that you are an senior manager who has to present these plans to Senior Leadership (CEO, CIO, VPs). Think about how you might need to deliver such a presentation. What will be your tone, style, approach, dress code?
- Using your plans from your paper, prepare a maximum of 12 slides (not including the title slide or reference slide, or Q&A/Thank you Slide) to present your plan of action. Be sure to emphasize why you think your plan will work.

Note: If you do not complete the paper, you will not be allowed to do this section.

Video Requirements:

- This is an individual presentation.
- The video can use any technology to convey the message. This is a cohesive video. Search "Powerpoint to MP4" to create a video. Do not send a PPTX where the instructor has to click on each slide.
- You must be in the video and on camera. If privacy is a concern, please use a virtual background. Audio only presentation will not be accepted.
- The video must be at least 10 minutes but not more than 15 minutes in length. Presentation less than 10 minutes will get an automatic zero. Any material over 15 minutes will be ignored and marks can be lost.
- The one-page paper will be used for submission of this part. The paper must include a time index of each key part of the presentation and the link to the presentation. See the example (Example of Time Index and Link).
- The video presentation needs a title, agenda slide, introduction, conclusion, and APA slide.
- Use appropriate in-slide APA as needed. See the link for more information: https://hallmark.libguides.com/c.php?g=984470&p=7824531
- Follow presentation best practices. Please watch these links: https://hbr.org/2013/06/how-to-give-a-killer-presentation and https://virtualspeech.com/blog/designing-presentation-slides and Home - PowerPoint Presentation Best Practices - LibGuides at Hillsborough Community College (hccfl.edu) I will be looking for your presentation to demonstrate these best practices.
- Upload both the PPTX and the Time Index Word Document to Moodle's Dropbox. Missing either document will be considered late.

Rubric:
Subject Matter: 55

-The video covers the plan found in your paper.

-The video clearly explains the plan of action to address the failure in the current GE Digital Transformation plan.

-The video clearly explains the success metrics used and why those metrics are chosen.

-Role play: Tone, style, and dress appropriate for the role play of presenting to a Senior Leadership of organization (CEO, CIO, VPs).

Organization: 20

- The video flow with some logical flow.
- The flow weaves a story for the audience.
- The time index sheet provided match the video timing

Style/Mechanics/Audio/Video: 10

-Grammar/Spelling/Punctuation – zero mistakes

-Follows presentation best practices

-Creativity – what technology was used and how it contributes to the persuasive argument

-Video is clear and focused, Audio is clear and rate of speech is acceptable.

Time Index: 5

-Time Index is provided and matches the video

APA: 10

-In-slide citation

-Reference page

Example of a Time Index and Link

Time (Start and Finish	Content
00:00 to 00:30	Introduction
00:31 to 07:50	Plan
07:51 to 13:40	Success Metrics
13:41 to 15:00	Conclusion and End

Link: www.youtube.com/xxx/yyy/zzz

Link to PPTX: www.msteam.com/xxx/yyy/zzz