

FINAL PAPER GUIDELINES

This final paper will be divided in 3 major sections where you will have to explain different aspects mentioned below. Total word counts at least 5.000 words.

- **Section 1**

Provide **company background** and your **main responsibilities** and project within the company. (Approximately 500 words)

- **Section 2**

Major specific: Please answer the questions that correspond to your major in this section (Approximately 3.000 words)

- **IBM (International Business Management) and MNG (Management)**

- Describe the company's business model.
- Describe the cross-cultural elements of the company.
- Do you believe that the company's current business strategy is working in terms of growth in revenue, market share, employee development, and customer satisfaction? What do you think the company could do to improve in each of these areas?
- What do you recommend the company pursue in terms of market development regarding either expanding geographically or new market segments domestically?
- If the company wanted to enter into a new market, what product/market combination would you recommend? Why? How would you recommend they do so? What type of market entry strategy do you believe they should adopt?
- Assess the company in terms of their potential to become globally competitive. If you feel the company already is globally competitive, what do you believe has allowed them to become so?
-

- **Section 3**

Self-reflection: Connect your Stamford experience to your internship. How did your internship influence your future career? Did it reflect your original perception of this career? Please explain. (Approximately 1.500 words)