Strategy Paper Instructions (BBA 435C – Professor ) You must submit two papers at the end of this course. One is a team paper about Brightview Plumbing and Heating.­ The other is an individual paper about either Shopclues, a case about a logistics company in Gurgaon, India, or about a firm of your choice (subject to my approval). If you keep Brightview and your chosen firm in mind as you study each week, you will be able to relate many of the course's ideas to them and to the two paper assignments. This should help you to learn more effectively. The purpose of the papers The two strategy papers are the centerpiece of this course. They encourage you to focus on the firm’s overall strategy and on how the logistics and supply chain management strategy supports the success of the organization. These two assignments will call upon you to show your understanding of strategic concepts as well as many of the key ideas covered in your earlier logistics and business coursework. That’s what capstone courses are supposed to do – introduce new material in a way that it draws upon many of the concepts learned in earlier courses within your major. Doing well on these assignments shows that you understand the key concepts of both strategic management and logistics, and that you can apply them thoughtfully to a real firm, industry, and supply chain. Selecting a firm for your individual paper Brightview is the firm for your team paper, but you have a choice for your individual paper. Many students choose to use Shopclues because a lot of the company information is available in the Harvard Business Review case study that is available through the BbLearn course shell. However, some students decide to use their current employer or an organization they want to learn more about as the topic for their individual paper. Make sure that you will have a lot of logistics-related information and/or recommendations if you choose an organization other than Shopclues. Don’t study a firm for which logistics and supply chain management is of trivial importance (examples of poor choices include Allstate Insurance, IBM Consulting, Schwab Financial Services, the branch office of a bank, etc.) Using your current employer can help you achieve three goals. First, studying strategy in the context of a real firm in a real industry should give you a deeper understanding of many of the concepts in this course. Second, the knowledge you gain about your firm during this assignment should prepare you for career advancement. By developing a sophisticated understanding of the strategic logic of your firm and the various relevant logistics activities you will become a more effective employee in your current position and will also be more fully prepared for promotion. Third, this exercise should provide you with a good opportunity to interact with members of your firm's and/or function’s top management team as you interview some of them about the firm's strategic logic. This interaction with management could also enhance your chances for promotion.