

**College of Administrative and Financial Sciences**

**MGT325: Management of Technology**

**Assignment 2**

**Deadline: 03/04/2021 @ 23:59**

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| Course Name: Management of Technology | Student’s Name: |
| Course Code: MGT-325 | Student’s ID Number: |
| Semester: II | CRN: 22656 |
| Academic Year: 2020-2021  |

**For Instructor’s Use only**

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| Instructor’s Name: Dr Jihen Bouslimi |
| Students’ Grade: Marks Obtained/Out of | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

**Course Learning Outcomes-Covered**

* Demonstrate a solid understanding of the concepts and models for making strategies to face challenges and improve the performance of technology based enterprises. (Lo 1.2)

**Assignment 2 Marks: 5**

**‘Tesla and its flamboyant, and sometimes erratic, innovator Elon Musk have turned the more than a century old industry upside down in a mere 16 years. Traditional automakers are ill prepared to compete in today's software-centered world. Unlike nimble Tesla, they are big, bureaucratic, slow to respond to customers, dependent on providing customer financing for unit sales growth, and culturally different from a software company. Tesla's speed in innovation in the market for high-end vehicles is more like a Google or an Amazon than an automaker. And its soaring market valuation is a clear sign to all automakers that they'll need to develop more innovative, Tesla-like business models in order to survive.’**

 **Harvard Business Review. February 28, 2020**

*As per your Textbook -*

*‘Tesla's cars had rapidly attracted a large and loyal fan base, and sales were growing at an impressive rate. However, designing and launching multiple major car platforms while building a large-scale battery company, a network of charging stations, and operating Solar City was a lot for a company to take on in its first fifteen years. This left some analysts scratching their heads. Was Tesla trying to do too much too quickly?’*

Students are requested to read **Chapter 6 Defining the Organization’s Strategic Direction** of their textbooks. With the conceptual knowledge from Chapter6and your own research, answer the following questions.

Q1- How would you characterize competition in the Auto Industry?  ***(1Mark) (200 -300 words)***

Q2- What do you think are Tesla’s core competencies? Does it have any sources of sustainable competitive advantage? ***(2Marks) (300 -500 words)***

Q3- What do you think Tesla’s (or Elon Musk’s) strategic intent is? ***(2Mark) (300 -500 words)***

Support your answer with valid points from the Textbook and other references.

NOTE: It is mandatory for the students to mention their references, sources and support each answer with at least 2 peer reviewed journal.