

# Assignment - *The Boeing 767: From Concept to Production*

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You will need to acquire this case from Harvard Business Publishing. Login to HBP and establish an account (which itself is free) <https://hbsp.harvard.edu/signin> (Links to an external site.)Links to an external site. then use this course pack ID:https://hbsp.harvard.edu/import/755134. The cost is \$4.25 and the case is about the Boeing 767. This is a REQUIRED course material and cannot be shared or repurchased due to copyright laws. I may deduct from your project grade if all members have not acquired the appropriate document.

Please read the Boeing case (Harvard Business Publishing # 9-688-040) and answer the following questions:

1. Describe Boeing's approach to Project Management including strengths and weaknesses (Specifically use PMBOK terminology as this is the most widely accepted Project Management method used for PMI certification) While Boeing has their own version of project management, it closely aligns with PMBOK and thus I provided a separate source material (specifically Muldoon) in addition to that in the Stevenson text. A good way to do this is compare their terminology and correlate them with PMBOK ones. This will help in your careers as many firms have "their" version of PM yet the widely accepted certifications is based on PMBOK.
2. How does Boeing manage/mitigate operations risk(s) and outline the MOST critical ones? (Hint: there are 4).
3. Which method ought Boeing use to convert its first 30 units from three to two person cockpits? Explain your rationale in a detailed and logical manner and if reporting to the Thornton, the CEO or BOARD of BOEING. NOTE: This is the MAIN POINT of the case - the decision. Thus it ought to garner more than passing attention.

## Submission Instructions:

Writing should be professional using APA style as appropriate. While I do not prescribe length, answers ought to be fully developed as if presented to a business executive. A good approximation for this assignment is ~6-10 pages double spaced PLUS exhibits as applicable and excluding title and reference pages. Complete enough to be meaningful and conveying critical thinking at the MBA level without being so long as to lose specificity and context. Please write analytically and **do not rehash the case** (this is not a book report conveying you read the case rather an ANALYSIS of what they ought to do) except for very specific facts to make your point.

Also include a PowerPoint or Media presentation. No more than TEN (10) minutes but present as if you are presenting to the BOEING Executives and also leaving them the written report. You can use audio only or video but "**BEST**" results will typically include at least some video. This in effect takes the place of a live in class presentation or web session. As a hint on my preferred presentation technique - LOOK at the audience and DO NOT read your paper to me... I will read it after your "presentation" as a "Board Member" might.

Please post your efforts to the designated assignment folder by SATURDAY 11:59 pm. **NOTE THE DATE CHANGE FOR THIS WEEKS ASSIGNMENT!**

**ALSO - we are going to use PEER REVIEWS which may be new to you. This allows you to see how other groups approached this assignment and perhaps offer insights on how you can better prepare your own final presentations while also giving and receiving peer feedback in a constructive manner. Reviews are ANONYMOUS and assigned randomly at 1 am after the due date. You have until Sunday midnight to do the reviews. I am not assigning any specific points but expect your individual grade on BOEING to be reduced by 5-10% for failure to do the reviews or doing them in a less than professional manner. Think of this like assessing an interim effort of a subordinate that you must offer insightful feedback towards their final completion.**

#### Case Analysis Rubric - Criteria, Ratings & Points

This criterion is linked to a Learning Outcome - **Complete Answer**

Assignment response was detailed and fully answers the prompts in a professional manner while offering clarity and depth to the subject in a succinct manner WITHOUT simply rehashing the case material.

This area will be used by the assessor to leave comments related to this criterion. **0-60 pts**

This criterion is linked to a Learning Outcome - **Grammar, Mechanics & APA**

Grammar and syntax is appropriate, structure of response is well organized and any APA requirements are met. This includes FRAMING of appropriate theories

This area will be used by the assessor to leave comments related to this criterion. **0-15 pts**

This criterion is linked to a Learning Outcome - **Overall MBA level**

Shows MBA level work and creativity, thinks critically and goes above and beyond. Format and style of PRESENTATION are critical meaning professional use of meaningful slides, not "reading" the paper and presenting as if the audience was a boss, VP, CEO or Board.

This area will be used by the assessor to leave comments related to this criterion. **0-25 pts**

Total Points: 100.0