**Strategic Issue Projects**

1. **Denso** - Francisco Vega

2. **CPA Firm** – Salvatore Curcuru

Should we adopt a niche market in the medical services field? This industry is highly regulated and presents an opportunity for CPA firms with specialized knowledge in the field that can help medical clients navigate through the complexity.

3. **GM (Warranty Parts)** - Patty McCown

How do we eliminate this unnecessary warranty cost? Reduction of this cost could return the company to profitability.

4. **Borgwarner** – Tony Bugamelli, Wes Arnold

5. **Commercial General Contracting Company** – Meghan Wivo, Jason Simcoke

A commercial general contracting company has operations in Michigan and in Florida and due to the current economy in Michigan they are considering moving all of their resources to Florida.  Some research has been done to determine the benefit of such a move but a solid decision has yet to be made.

6. **Cosmo** – Kelly Keim, Andrew DeWolfe

Cosmo is a large Japanese conglomerate with five main business areas: Automotive, Foam, Housing and Construction Products, Fine Tech products such as small electronics, and Elastomers. what would the best approach be for Cosmo to expand into North America?  Possible choices are for it to continue to grow its existing joint ventures in the automotive market, grow its wholly owned automotive subsidiary, Luna, to become a key player in the NA automotive market by utilizing the Japanese division’s existing technology and products, manufacture foam and rubber in NA instead of being only an importer, or maintain the current strategy which is to slowly grow all of the businesses.

7. **Medtronics** – Andrew Stolen

Is intraoperative imaging (i.e. bringing an MRI or CT-like machine into the operating room) for brain and

spine surgery a growth area, and as such should Medtronic Navigation be pursuing this as a core strategy?

8. **GM (Fuel Cells)** – Paul Vavrick

9. **Comerica** - Walter Galloway

Is it feasible to migrate the functional support units to TX with the headquarters.

10. **Pacific Gas and Electric** – Sean Broadbent, Scott Symanski and David King, Greg Irish

Pacific Gas & Electric has recently agreed to purchase 553 megawatts of solar energy generated from a solar power plant in the Mojave Desert.

**Class Discussion Leaders (see page 3 of the syllabus under item 2a)**

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| **Class Session** | **Topic** | **Discussion Leaders** |
| **9/27** | Business Level Strategy  Firm Resources and Value Creation | Meghan Wivo, Jason Simcoke |
| **10/4** | Business Level Strategy: Competitive Strategy | Patty McCown, Kelly Keim  Andrew DeWolfe |
| **10/11/07** | Corporate Level Strategy | Tony Bugamello, Wes Arnold  Greg Irish |
| **10/25/07** | Measuring Performance | Salvatore Curcuru, Andrew Stolen, Paul Vavrick |
| **11/1/07** | Global Strategy | Francisco Vega, Walter Galloway |
| **11/8/07** | Implementation | Sean Broadbent, Scott Symanski, David King |