

INTEGRATION PLAN

PURPOSE AND FORMAT

The purpose of this assignment is to apply the learning points of the lectures and discussions to practice.

In this assignment, your task is to develop an integration plan for a real or a hypothetical case company.

- It *cannot be* the same organization that you have analyzed throughout the course
- Length 8 - 10 pages (excluding references and figures), font 12, line spacing 1.0
- The plan must deal with the problems and challenges of integration. It should focus on context-specific solutions and actions to be taken. The course material provides the theoretical basis for the assignment.

STRUCTURE

Section 1: History, intended value and integration strategy

The short introduction of the merging companies. How the deal is expected to create value? What will be the integration strategy? (Max one page)

Section 2: Integration of “hard” things

- Detailed organizational structure. Explain the reasons for this structure
- Leadership team: who leaves, who stays, who relocates, who is in charge of what. Justify your choices
- Businesses portfolio. What businesses will be combined, preserved or shut down. Explain the reasons.

Section 3: Integration of “soft” things

- socio-cultural integration (identity, cultures, emotions)
- potential political and power issues
- knowledge transfer

Section 4: Sequence of integration; Roles and responsibilities for the integration

- Along which dimensions the integration is to proceed (e.g. human integration, HR integration, task integration, product integration, legal integration), in what sequence and why? Who will be responsible for each of these and why?

Section 5: Schedule

Develop integration schedule, identify key integration milestones and justification for the schedule and the milestones

Section 6: Integration communication plan

Develop communication plan and schedule. Justify your plan.

Section 7: References