

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
Sloan School of Management

**15.565 – INTEGRATING INFORMATION SYSTEMS:
TECHNOLOGY, STRATEGY, AND ORGANIZATIONAL FACTORS**

**15.578 – GLOBAL INFORMATION SYSTEMS:
COMMUNICATIONS & CONNECTIVITY AMONG INFORMATION SYSTEMS**

Spring 2002

Homework Assignment 1: Johnson & Johnson Case
Due: Lecture #3

Referring to the Johnson & Johnson case, answer the following three questions. Each answer should be about one paragraph long.

1. Identify at least one strategic issue. Explain it and why it is important.
2. Identify at least one technical issue. Explain it and why it is important.
3. Identify at least one organizational issue. Explain it and why it is important

For the last question, consider both the Johnson & Johnson case and the FXX mini-case.

4. Identify at least one important similarity between the situation faced by Johnson & Johnson and FXX. Explain the similarity and why it is important.

NOTE: Your written response is due at the beginning of class on Lecture #3.

SUGGESTIONS:

- Use headers to clearly indicate your separate answer to each of the four questions above.
- Recommended formatting is Arial 10 point or Times New Roman 12 point font, 1 inch margins on all sides.