

Assignment 2: Management at J.C. Penney Company, Inc.

Due Week 7 and worth 320 points

Using the Internet and Strayer University databases, research J. C. Penney Company, Inc. from its inception to current-day operations.

Write a five to six (5-6) page paper in which you:

1. Evaluate two (2) key changes in J.C. Penney's management's style from the company's inception to the current day. Indicate whether or not you believe the company is properly managed today. Provide support for your position.
2. Explain senior management's role in preparing the organization to shift from a catalog-based retailer to an Internet retailer. Provide evidence of whether the transition was seamless or problematic from a management perspective. Provide support for your rationale.
3. Evaluate management's decision to use celebrities as key merchandise vendors and spokespersons. Indicate the organizational impact of these decisions.
4. As a manager within the JC Penney organization, suggest one (1) innovative idea that could have a positive impact on both the employees and customers of the company. Indicate the approach you will take in implementing the new idea. Provide support for your suggestion.
5. Predict JC Penney's ability to adapt to the changing needs of customers and the market environment. Indicate one (1) key change in the management structure that may be beneficial to ensuring such an adaptation to change. Provide support for your prediction.
6. Use at least three (3) quality academic resources. **Note:** Wikipedia and other Websites do not qualify as academic resources.

Your assignment must follow these formatting requirements:

- Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

The specific course learning outcomes associated with this assignment are:

- Analyze the activities and skills associated with the planning function of management.
- Analyze the activities and skills associated with the organizing function of management.
- Use technology and information resources to research issues in modern management.
- Write clearly and concisely about modern management using proper writing mechanics.

Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.

Points: 320	Assignment 2: Management at J. C. Penney Company, Inc.			
Criteria	Unacceptable Below 70% F	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
1. Evaluate two (2) key changes in J.C. Penney's management's style from the company's inception to the current day.	Did not submit or incompletely evaluated two (2) key changes in J.C. Penney's	Partially evaluated two (2) key changes in J.C. Penney's management's style from the company's	Satisfactorily evaluated two (2) key changes in J.C. Penney's management's style	Thoroughly evaluated two (2) key changes in J.C. Penney's management's style

© 2013 Strayer University. All Rights Reserved. This document contains Strayer University Confidential and Proprietary information and may not be copied, further distributed, or otherwise disclosed in whole or in part, without the expressed written permission of Strayer University.