

MBA-II / Semester-IV/ (2024-25)

Comprehensive Concurrent Evaluation

Faculty Name: Prof.Vandana Tripathi

Subject Name - Enterprise Performance Management

Subject Code: 401

Sr. No.	Component	Marks	Date of Exam/Submission
1	Case Study	50	15th Mar 2025
2	Literature Review	50	15th Mar 2025
3	Open Book Test	50	As per Schedule

Important Instructions:

1. The subject is evaluated on the basis above 2 components.
2. Assignments to be submitted in person.
3. Student Name, Contact number, Email-id, Specialization, Component must be clearly mentioned.

Sr. No.	Component	Marks	Date of Exam/Submission
1	Case Study	50	15 th Mar 2025

Case Study I: Enterprise Performance Management at ABC Corporation (2024) Background

ABC Corporation, a leading global manufacturing company, has faced increasing pressure to streamline operations, reduce costs, and improve performance across various departments. With increasing competition and market volatility in 2024, the company decided to implement an Enterprise Performance Management (EPM) system to address these challenges. EPM systems provide a comprehensive approach to managing a company's performance, focusing on financial, operational, and strategic goals. The case study will explore how ABC Corporation adopted EPM practices to improve decision-making, align strategies, and drive organizational efficiency.

Challenges faced by ABC Corporation

In 2024, ABC Corporation was experiencing several challenges that hindered its overall performance. To address these issues, ABC Corporation decided to implement an Enterprise Performance Management (EPM) system.

- Lack of Real-Time Data:** Senior management struggled with making timely decisions due to fragmented data from different departments.
- Inefficient Resource Allocation:** The company lacked clear insights into which areas required more investment and which areas could improve efficiency.
- Siloed Business Units:** Various departments operated in silos, with limited communication and collaboration, affecting overall performance.
- Limited Integration of Strategic Goals with Operational Goals:** There was a gap between the company's long-term strategic goals and the day-to-day activities being executed across departments.

Provide Analysis on Below Questions:

Question 1: What were the key challenges ABC Corporation faced before implementing the EPM system?

Question 2: How did the implementation of the EPM system help ABC Corporation address these challenges?

Question 3: What specific benefits did ABC Corporation experience after adopting the EPM system?

Question 4: How did the use of advanced analytics contribute to ABC Corporation's performance management?

Question 5: How can other organizations replicate the success of ABC Corporation's EPM system implementation?

Case Study II: Enterprise Performance Management in 2024 - "Tech X Corp"

Background

Tech X Corp is a leading provider of enterprise software solutions. In 2024, it faced growing competition from newer, agile companies, and its market share was beginning to decline. Despite having a strong product offering, Tech X struggled with aligning its operational efficiency, resource management, and strategic direction. As a result, the leadership team decided to implement an Enterprise Performance Management (EPM) solution to address the company's challenges and improve its business performance.

Challenges faced by "Tech X Corp"

Tech X Corp's leadership realized that despite their robust product suite, they lacked a unified approach to monitor and manage key business processes across finance, HR, operations, and IT. The company had disjointed systems for budgeting, forecasting, and reporting, resulting in data silos and delayed decision-making. Furthermore, performance metrics were not aligned with strategic goals, leading to inefficient resource allocation and misaligned priorities.

Provide Analysis on Below Questions:

Question 1: What were the primary challenges TechX Corp faced before implementing the EPM solution?

Question 2: How did Tech X Corp ensure its employees' goals were aligned with the company's strategic objectives?

Question 3: What technological features did the EPM solution provide that helped Tech X Corp improve its performance?

Question 4: What impact did the EPM solution have on Tech X Corp's financial performance?

Question 5: How did the EPM system contribute to improved employee engagement at Tech X Corp?

Sr. No.	Component	Marks	Date of Exam/Submission
2	Literature Review	50	15th Mar 2025

Write Literature Review on below questions:

Question 1: What are the key components of Enterprise Performance Management (EPM) systems?

Question 2: How do EPM systems affect organizational decision-making?

Question 3: What role do Key Performance Indicators (KPIs) play in Enterprise Performance Management?

Question 4: What challenges do organizations face in implementing EPM systems?

Question 5: How has the role of Enterprise Performance Management (EPM) evolved in modern organizations??

Kindly refer to research articles and use any 5 papers for each Question. Use APA Styles for references.