

Questions for Siemens Case

1. Calculate the following financial metrics from 1998 to 2007 to assess the effectiveness or success of the top⁺ program. Be sure to show the % change for each metric over the ten-year period

Sales	EBIT	Total Current Assets	Total Common Equity
Total Operating Expenses	EBITDA	Total Assets	Year End Market Capitalization
General, Selling and Administrative Expenses	Net Income	Total Current Liabilities	ROA and ROE
Cost of Goods Sold	Total Debt	Total Liabilities	Employees

2. Discuss the advantages and disadvantages of the company's matrix organizational structure. Does the organization's design effectively support the needs of Siemens' corporate-level strategy?
3. What recommendations would you make to improve either the design or implementation of the company's management innovation efforts?