**Video Title:** General Electric Unveils Massive Restructuring

**Video URL:** [**http://abcnews.go.com/Business/video/general-electric-unveils-massive-restructuring-30224104**](http://abcnews.go.com/Business/video/general-electric-unveils-massive-restructuring-30224104)

**Run Time/Source:** 4:59, ABC News

C**lose Caption Available:** Yes

The video about GE’s massive restructuring fits many points raised in Chapter 14 of the textbook. The video describes how GE is in the process of divesting itself of the $500 billion GE Capital Business, although the financial wing of GE was a major contributor to corporate profits for many years. Leadership at GE decided to unload GE Capital for two primary reasons. First, under the direction of CEO Jeff Immelt, the company wanted to move toward concentrating on its hundreds of manufacturing and service units, including building turbines and aircraft engines. Second, GE Capital had become such a big financial institution that it was heavily scrutinized by federal government regulations. By 2022, GE had completed much of its planned massive restructuring.

*Questions for Thought and Discussion*

1. The existence of the GE Capital Division illustrates best which type of departmentalization?

2. Why is GE so often referred to as a bureaucracy?

3. What would be an example of functional departmentalization within the GE Capital Division?

4. Who would purchase GE Capital or even parts of such a mammoth business?

5. Why would GE be considered a giant organization that makes extensive use of decentralization?