



BUSI 3800A
Business Case Analysis
Fall 2018
COURSE OUTLINE

Instructor: Linda Schweitzer & Kate Ruff
Office: 810 DT 2125DT
Telephone: 520-2600 x 2810 x 8074
Note: Preferred method of contact is email
Email: linda.schweitzer@carleton.ca kate.ruff@carleton.ca
Office hours: By appointment

CuLearn: This course uses cuLearn to post updates and distribute course information. It is your responsibility to check it regularly.

Class: Fridays 11:35 to 2:25
Tutorials: Fridays 10:35 to 11:25 OR
Fridays 2:35 to 3:25

TAs : TBD

COURSE READINGS

All cases will be available online on CuLearn (no cost) OR at Harvard Business School Press. The Harvard Business School and/or Ivey cases are available to purchase online.

PREREQUISITES

Minimum 7.0 Major CGPA in B.Com. or B.I.B. and permission of the School. **The School of Business enforces all prerequisites.**

COURSE DESCRIPTION

Analysis, solution and presentation of complex business issues through cases.

This course provides the student with the opportunity to develop the requisite skills for the rigorous analysis of business cases as well as the tools and skills to present recommendations, implementation plans, proposed metrics, and information visualization and risk identification/mitigation strategies emanating from the case analysis. Group team-building, collaboration and decision-making skills as well as individual critical thinking and presentation skills will be introduced and developed. A general goal of this course is to enable the student to flourish in the team environment of the business case competition. While this goal is important, the knowledge and skills gained in this course can be leveraged to many other applications both academic and professional.

LEARNING GOALS

This course aims to provide students with the following skills:

- Critical analysis of information through use of case-based corporate scenarios.
- Development of logical, coherent, and well supported arguments.
- Refined presentation, written and verbal skills for use in the business environment.
- Teamwork and collaboration.

CASE ANALYSIS APPROACH

Most weeks, you will be assigned a company or case study. For each of those weeks, you will be expected to either:

- Prior to Class 1: Watch the class videos online
- Week 1: Prepare a 3 minute oral presentation (no slides) on an organization (individual assignment)
- Week 2: Prepare an executive summary (individual assignment) and a short presentation (team assignment) on the assigned case.
- Weeks 3 to 7 and 9 to 11:
 - prepare an executive summary (individual assignment) OR
 - prepare a written case study report (team assignment) OR
 - present a case “solution” in class (team assignment).
 - The schedule for these deliverables will be developed in the first week of class, once we set up the teams.
- Week 12: Write a case study and present it in class (team assignment)

TEAM APPROACH

Many class and tutorial activities, as well as the written case study reports and presentations will be done in a team format. Teams of 4 students will be formed in the first two weeks of class. Team formation will be facilitated (and must be approved) by the instructors. Please note that students will be members of more than one team for different activities.

Good team dynamics are essential. You are strongly advised to speak to the instructors about team problems as soon as they arise, rather than waiting until it is too late for us to help. We will do our best to help you mediate problems as needed.

GRADING SCHEME

1. Tutorials	9%
2. Participation and Preparation (incl. executive summaries x 4)	16%
3. Case Reports X 2	16%
4. Case Presentations X 4	32%
5. Written Case study & Presentation	8%
6. Midterm	15%
7. Case Interviews	4%
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TOTAL	100%

LATE ASSIGNMENTS POLICY

Assignments must be handed in before the class begins. **Late papers will *not* be accepted.**

TUTORIALS (9%)

Each week, students must attend their scheduled tutorial. Tutorials will be focused on essential skills that contribute to effective analysis and presentation.

PARTICIPATION & PREPARATION (CASE TEMPLATES AND EXECUTIVE SUMMARIES X 4) (16%)

Much of class time will be devoted to discussions and exercises that require students to use their skills. It is imperative that you attend class, arrive prepared, participate actively, respond thoughtfully to questions, and speak up regularly to receive a high participation grade. In addition, you will be required to complete 4 executive summaries. On your assigned weeks, you must come prepared with a short case analysis which will be in the form of an executive summary of the case resolution (1 page, single spaced). This is an individual assignment. You must be present to earn these marks for each class – we will be noting your contributions to the class activities and discussions.

CASE REPORTS X 2 (16%)

Your team will be required to complete 2 written case reports. On your assigned weeks, your team must come prepared with a written case analysis report of no more than 8 pages. This is a team assignment.

CASE PRESENTATIONS X 4 (32%)

Your team will be required to make 4 case presentations. On your assigned weeks, your team must come prepared to present your case resolution to the class (and invited guests). Presentations will be 20 minutes in length followed by an opportunity for Q&A. This is a team assignment.

WRITTEN CASE STUDY & PRESENTATION (8%)

Your team will be required to choose an organization and write a case study reflecting the organization's situation and a decision/opportunity that faces them. These cases may be used (with your authorship attributed) by local high schools to teach case studies. This is a team assignment.

MIDTERM (15%)

There will be one in-class test held during the class period. The test will be in case template format – you will be expected to provide a written resolution to one case. The test will cover all material covered in the text, lectures, in-class discussions, and activities, up to and including the material covered during the lecture prior to the test.

If you must miss the test due to verifiable illness (or, in rare cases, due to some other circumstances beyond your control) you may apply to write an alternate test by submitting a medical certificate or other verifiable documentation to the instructor no later than five (5) calendar days after the test date. A deferred test will be scheduled for you. This test may cover more content than the test given to the class.

CASE INTERVIEW (4%)

Case interviews are being used more frequently by employers. A case interview is a component of a job interview in which the applicant is presented with a case to “crack”. The applicant must present the results of their analyses on the spot.

IN-CLASS EVENTS, GROUP AND INDIVIDUAL

You are expected to be in class and ready to go for both individual and group presentations. If you cannot attend at a scheduled presentation you **MUST**:

- 1) Alert your team members as early as feasible to your absence
- 2) Alert instructors via email as early as feasible

- 3) Make arrangements with your team such that they are not compromised (if a team event). Teams are expected to continue even in the absence of a team member. We want to be very clear on this. If there's only one person not sick, it's a go! If everyone is sick, then, well, we'll have to talk.
- 4) You must, if you miss a scheduled event, obtain a doctor's note and bring the original (which you must keep for your records) to show to your instructor, as well as a copy for your instructors' records at the earliest possible time.
- 5) The weight of the grade of the missed presentation will be added to that of another assignment.

TENTATIVE COURSE SCHEDULE*

Class	Week of	Deliverables	Tutorial
1	Sept 7	<ul style="list-style-type: none"> • Oral Presentation of an organization 	NO TUTORIAL
2	Sept 14	<ul style="list-style-type: none"> ▪ Short presentations (all teams) 	TBD
3	Sept 21	<ul style="list-style-type: none"> ▪ Executive Summary OR ▪ Written Report OR ▪ Presentation 	TBD
4	Sept 28	<ul style="list-style-type: none"> ▪ Executive Summary OR ▪ Written Report OR ▪ Presentation 	TBD
5	Oct 5	<ul style="list-style-type: none"> ▪ Executive Summary OR ▪ Written Report OR ▪ Presentation 	TBD
6	Oct 12	<ul style="list-style-type: none"> ▪ Executive Summary OR ▪ Written Report OR ▪ Presentation 	TBD
7	Oct 19	<ul style="list-style-type: none"> ▪ Executive Summary OR ▪ Written Report OR ▪ Presentation 	TBD
	Oct 26	Fall Break	
8	Nov 2	<ul style="list-style-type: none"> ▪ Midterm 	NO TUTORIAL
9	Nov 9	<ul style="list-style-type: none"> ▪ Executive Summary OR ▪ Written Report OR ▪ Presentation 	TBD
10	Nov 16	<ul style="list-style-type: none"> ▪ Executive Summary OR ▪ Written Report OR ▪ Presentation 	Case Interviews
11	Nov 23	<ul style="list-style-type: none"> ▪ Executive Summary OR ▪ Written Report OR ▪ Presentation 	Case Interviews
12	Nov 30	<ul style="list-style-type: none"> ▪ Written Case Study AND Presentation 	Case Interviews

ADDITIONAL INFORMATION

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodation

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. carleton.ca/pmc

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Sprott Student Services

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get

connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Important Information:

- Students must always retain a hard copy of all work that is submitted.
 - All final grades are subject to the Dean's approval.
 - For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>
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