



BUSI 3800
Business Case Analysis
Fall 2014
COURSE OUTLINE

Instructor:	Emily Gray	Linda Schweitzer
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	Note: Preferred method of contact is email	
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Office hours:	Tuesdays 1-2pm Thursdays 12-1pm	Wednesdays 12-1pm

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

Class: Mondays 2:35 to 5:25
Tutorials: Fridays 2:35 to 3:25 OR
Fridays 3:35 to 4:25

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COURSE READINGS

1. Textbook: Effective Case Analysis: Techniques for Success in Case-based Learning and Examinatiuons, by A.J. Richardson, Captus Press, 2013
2. Cases: Please look under the course name & number at <https://cb.hbsp.harvard.edu/cbmp/access/27711010> (please note that concentration-specific cases will be provided at a later date)

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 (after week 2) you will be assigned a case study. For each of those weeks, you will be expected to either:

- prepare a case analysis template (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 weeks of class.

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 3 to 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.

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	10%
2. Participation and Preparation (incl. Case Templates x 4)	10%
3. Case Reports X 2	20%
4. Case Presentations X 3	30%
5. Midterm	10%
6. Final Exam	20%
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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 (10%)

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 X 4) (10%)

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 short case templates. On your assigned weeks, you must come prepared with a short case analysis which will be in the form of a written report of approximately 2 pages. A short case analysis template will be provided – you must use the

template. This is an individual assignment. You must be present to earn participation marks for each class – we will be noting your contributions to the class activities and discussions.

CASE REPORTS X 2 (20%)

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 3 (30%)

Your team will be required to make 3 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.

MIDTERM (10%)

There will be one in-class test held during the TUTORIAL period on Friday, October 17th. 2014. 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. The test will be in multiple choice and/or short/medium/long answer format.

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. Please use the medical certificate form found at: <http://www.carleton.ca/registrar/forms/MedCertCarletonUniversity.pdf>

FINAL EXAM (20%)

This course has a three hour final exam during the regular examination period. The exam will be in case format – you will be expected to provide a written resolution to one case.

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 Carleton University approved medical certificate (see below) 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 the final exam.

SATISFACTORY IN-TERM PERFORMANCE

1. The requirement for Satisfactory In-term Performance is set at 50% of all, not each, pre-final term work (i.e. assignments, participation marks, tests etc.).
2. Unsatisfactory In-term Performance in this course will lead to failure in this course (regardless of the performance at the Final exam or final project) Yes No

TENTATIVE COURSE SCHEDULE*

Class	Week of	Class Topics, Readings and Case	Deliverables	Tutorial
	Sep 1 - 5			Dance
1	Sept 8 -12	Introduction to Cases Chapters 1,2 & 8		Power Point Presentations
2	Sept 15 - 19	Analysis (PESTL, SWOT, Mapping Chapters 3 & 4	▪ Pre-read case for in-class discussion	Power Point Presentations
3	Sept 22 - 26	Analysis (CSF, MOST, KPIs, Boston Box, Resource Audit, VRIO, etc.)	▪ Template	Storytelling
4	Sept 29 - Oct 3	Identifying and Evaluating Alternatives (Strategy) Chapters 5 & 6	▪ Template	Financial Analysis
5	Oct 6 - 10	Recommendations, Risk Assessment and Implementation Chapter 7	▪ Template	NO TUTORIAL
6	Oct 13 - 17	THANKSGIVING – NO CLASS ON MONDAY		MIDTERM
7	Oct 20 - 24	Presentation of cases, Q&A and follow-up discussion	▪ Template OR ▪ Written Report OR ▪ Presentation	NO TUTORIAL
8	Oct 27 - 31	FALL BREAK		
9	Nov 3 - 7	Presentation of cases, Q&A and follow-up discussion	▪ Template OR ▪ Written Report OR ▪ Presentation	Body Language
10	Nov 10 - 14	Presentation of cases, Q&A and follow-up discussion	▪ Template OR ▪ Written Report OR ▪ Presentation	Infographics
11	Nov 17 - 21	Concentration specific case presentations	▪ Presentation	Lightening Case*
12	Nov 24 - 28	Concentration specific case presentations	▪ Presentation	Lightening Case*
13	Dec 1 - 5	Presentation of cases, Q&A and follow-up discussion	▪ Written Report OR ▪ Presentation	Lightening Case*
14	Dec 8	Presentation of cases, Q&A and follow-up discussion	▪ Written Report OR ▪ Presentation	NO TUTORIAL

*Note: You will be assigned to attend only ONE Lightning Case tutorial. The schedule will be developed in the first few weeks of class.

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 WDN = Withdrawn from the course

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

Academic Regulations, Accommodations, Etc.

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 Accommodations

Academic Accommodations for Students with Disabilities

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and 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 me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2013 exam period is November 8, 2013 and for the April 2014 exam period is March 7, 2014.

For Religious Obligations:

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

For Pregnancy:

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

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 expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, 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 <http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

Assistance for Students:

Student Academic Success Centre (SASC): www.carleton.ca/sasc

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): www.carleton.ca/sasc/peer-assisted-study-sessions

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.
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- Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, 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 CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>
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