



BUSI 5106D
Business Case Analysis and Presentation
Winter 2022

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Office and Hours: By appointment or after class.
Please email to set up a mutually convenient time.
Class Meeting: Thursday– 6:05pm to 8:55pm
January 12th to February 16th, 2022, NI 1020 (Nicol building)

Learning Modality: In total, attending class for this course will require the following approximate time commitment (excluding readings and assignments):

- 18 hours in-person through online delivery
- Given the current environment related to COVID-19, all classes, coaching and group presentation sessions will be conducted using Zoom software. Please have a camera and microphone. Please be visible when in class.

Course Calendar Description:

Introduction to, and practical application of, the methods and tools of rigorous business case analysis and the design of strategic responses, including the preparation and delivery of presentations designed to convince decision makers of the validity of the analysis and strategic response.
Includes: Experiential Learning Activity.

Course Description and Objectives:

This course is designed to bring together many of the business topics in the MBA program to solve a realistic business case. The intent is to get students to play the real-life role to addressing the case and case issues and writing a report to the stakeholders. They will be expected to present their proposals/solutions to the stakeholders in the case.

Using a variety of case studies and scenarios from real-world business environments, 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.

Course Prerequisites:

Enrolment in the MBA program. The Sprott School of Business enforces all prerequisites.

Required Materials:

Reading materials for this course will be in the form of case studies. There will be 6 cases in total during the course and they can be purchased for approximately \$4.25 each. The Course Pack of required cases can be purchased at: <https://hbsp.harvard.edu/import/720260>

There is no required textbook for this course although the following books would be an excellent supplement to the course material and are on loan from the Carleton Library, or can be purchased in hard copy or on-line format from various sellers:

Elliot, William (2007). The Case Study Handbook: How to Read, Discuss, and Write Persuasively About Cases. Cambridge, MA: Harvard Business school Press

Mauffette-Leenders, Louise., James A. Erskine, and Micheil R. Leenders (2007). Learning with Cases (4th ed.). London, ON: Richard Ivey School of Business

Drop Course Policy: The deadline for academic withdrawal is the last day of classes (each term).

1. Short Case Analyses Memo (2 X 15% each)	30% individual
2. Weekly presentation (2 x 15% each)	30% individual / group
2. Participation	10% individual
3. Peer Evaluation (Group Work)	5% individual / group
4. Final Case Presentation and Memo (1)	25% individual / group
TOTAL	100%

Final Exam:

There is NO final exam for this course however there will be a final group presentation, as well as a written case analysis memo. More details will follow on this.

Course Structure:

Short Case Analyses Memo (30%) Individual

It will be your responsibility to come prepared with a short case analysis, which will be in the form of a written memo, no more than 2 to 3 pages in length. A short case analysis template will be provided. Students are only required to complete the case memo on the weeks that they are NOT presenting in class (therefore, only two memos). The assignment is to be handed in / submitted BEFORE the class begins.

Weekly Presentations (30%) Individual/Group

It will be your group’s responsibility to come prepared to present a proposed solution to the stakeholder in the case (role play) in a professional presentation. Your group will be assigned to present a case for an assigned week (2). You are not required to submit a case analysis memo but prepared to provide supporting handouts to the stakeholders. Students are only required to deliver a presentation on the weeks that they are NOT submitting a case memo (therefore, only two presentation). The presentation handout must be handed in / submitted BEFORE the class begins.

Participation (10%) Individual

Each week, the class will actively discuss cases, concepts and present analyses and

recommendations. Participation marks will depend on overall attendance during classes and class participation during presentations and discussions.

Students who do not attend class OR arrive late/leave early will not be awarded attendance participation marks for that week. Students who attend class but do not contribute in a positive manner to class discussions will also lose marks. Preparation and active participation in this hands-on and practice-focused course, is the expectation.

Marks will be allocated as follows:

- 3.0% for attendance (6 classes, 0.5% each week)
- 7.0% for participation from week to week (includes being prepared for class, discussions, feedback during presentations, etc. – instructor will allocate grades according to level and frequency of engagement)

Peer Evaluation (5%) Individual / Group

Students will be required to complete a peer evaluation for themselves and of their experience working with their team, based on their work for the duration of the course. This portion of the peer evaluation will be specifically linked to the work in class from weeks 1 through to 5. A separate evaluation for the final group assignment and memo will take place at the end of the course as part of the Final group project. Marks allocated by peers will be added to the mark you assign to yourself and the overall average will be your mark for the peer evaluation.

Final Case Presentation and Memo (25%) Group

The group presentation and assignment take the place of the final exam. In addition to a group presentation, each group will be required to submit one written memo before the presentations begin, along with a printed copy of the presentation being made. The memo will be no more than approximately 3-4 pages in length (no more than 2,000 words).

There will be an additional peer evaluation of team members and self, based on group work specific to the final group presentation and memo. This evaluation will be provided with the final group assignment and will be required to be uploaded with final deliverables.

The group presentation will be 15 minutes in length, followed by 10 minutes of Q&A.

Further details will be provided. Marks will be allocated as follows:

- 12% for group presentation
- 13% for written memo

LATE ASSIGNMENTS POLICY

Assignments must be submitted on BrightSpace before the class begins. **Late papers will not be accepted.**

Course Communication:

Information on weekly assignments and other general information will be communicated during class on a regular basis. However, all supporting documents, information, updates about the class and details regarding upcoming assignments will be posted to the course Brightspace webpage. **It is your responsibility to visit Brightspace regularly** to ensure you are keeping up with the course requirements.

COURSE SCHEDULE

NOTE: This schedule will be updated the week of January 12th to reflect final course registration numbers and assigned groups for students.

You are not required to read a case in preparation for class #1. You will however be required to read the following case, in addition to your group assigned case from week to week, which will be discussed from week to week: ***Acme Bird Seed Co.*** There is no presentation requirement for this case. It will be used for learning purposes only.

Date	Topic
Week 1 Jan 13th	Course Overview / Group Assignments / What is a case? / Case Study Process / Writing a Business Memo / Presentation Skills Deliverable: NONE Case for Week 2: Case #1 – <i>Wellington Brewery</i>
Week 2 Jan 20th	Case analysis – Defining the problem and identifying the issues. Deliverable: <ol style="list-style-type: none"> 1. Group Presentations by groups (TBC) for Case #1 – <i>Wellington Brewery</i> 1. Independent Written Short Case Analysis Memo on Case #1 (Groups NOT presenting must submit individual memos) Case for Week 3: Case #2: <i>The Johnsonville Sausage Co.</i>
Week 3 Jan 27th	Case analysis – Debrief Analysis. Deliverable: <ol style="list-style-type: none"> 2. Group Presentations by groups (TBC) for Case #2: <i>Facebook, Inc.</i> 3. Independent Written Short Case Analysis Memo on Case #2 (Groups NOT presenting must submit individual memos) Case for Week 4: Case #3: <i>Crisis at Binghamton Zoo</i>
Week 4 Feb 3rd	Case analysis – Generating alternatives and making recommendations. Deliverable: <ol style="list-style-type: none"> 1. Group Presentations by groups (TBC) for Case #3: <i>Cirque du Soleil</i> 2. Independent Written Short Case Analysis Memo on Case #3 (Groups NOT presenting must submit individual memos) Case for Week 5: Case #4: <i>Royal Enfield</i>
Week 5 Feb 10th	Case analysis – Action Plans/ Course review / Peer and Course Evaluation Process / Final Project Review Deliverable: <ol style="list-style-type: none"> 1. Group Presentations by groups (TBC) for Case #4: <i>McDonald's Corporation</i> 2. Independent Written Short Case Analysis Memo on Case #4 (Groups NOT presenting must submit individual memos) Case #5 for Final Presentations: <i>To be determined</i>
Week 6 Feb 17th	Deliverable: <ol style="list-style-type: none"> 1. Final group presentations for Case #5 – All Groups 2. Final group memo for final case work 3. Peer Evaluations for group work between weeks 1 to 5

Contribution to Program Learning Goals ([MBA](#)):

MBA Learning Goal	Not Covered	Introduced	Taught but Not Assessed	Taught <u>and</u> Assessed
MB1 Leadership and Collaboration <i>Graduates will be equipped for leadership and collaboration.</i>		✓	✓	
MB2 Communication <i>Graduates will be effective communicators</i>				✓
MB3 Critical Thinking and Problem Solving <i>Graduates will be skilled in critical thinking and problem solving.</i>		✓		✓
MB4 Functional Knowledge <i>Graduates will have functional knowledge of all areas of business.</i>		✓		✓
MB5 Global Business <i>Graduates will have an appreciation of the global environment of business.</i>	✓	✓		
MB6 Ethical Reasoning <i>Graduates will be skilled in ethical reasoning and decision-making.</i>				✓

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).

Recommended Calculator for 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. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership and other group skills. Group assignments are also an effective way to learn integrative skills for putting together a complex task. Your professor may assign one or more group tasks, assignments, or 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.

Peer Evaluation for Group Work

To deter social loafing and ensure fairness in grading, you will be asked to assess the contribution of your fellow group members. This information will be used when assigning the grade for the final project. The procedure is as follows: Each student should take 100 points and allocate those points to the various members of the group (including him/her/themselves) to reflect the contributions made by each member. For instance, if there are four members in a group and everyone contributed equally, each individual would receive 25 points. Conversely, if an individual contributed relatively little, the remaining group members might allocate few points to that member. To ensure that these peer evaluation scores are reasonable and free from personal bias, you will be asked to provide a detailed written explanation for your point allocation.

Letter Grades:

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	F = Below 50
A = 85-89	B = 73-76	C = 63-66	D = 53-56	
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52	

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**

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: <https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf>

- **Religious Obligations**

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: <https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf>

- **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. <https://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: <https://carleton.ca/sexual-violence-support/>

- **Student Activities**

Carleton University recognizes the substantial benefits, to both the individual student and the university, that result from participating in activities beyond the classroom experience. Reasonable accommodation will 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: <https://students.carleton.ca/course-outline/>

Academic Integrity:

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—are a serious academic offence, 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/>

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: <https://carleton.ca/csas/>

Other 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 email account. If you do not have or have yet to activate this account, you can do so by visiting <https://carleton.ca/its/get-started/new-students-2/>