



Carleton University
Sprott School of Business
BUSI 3800 A
Fall 2016
Business Case Analysis

Instructor:

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Office Hours: By appointment

Details:

Section	Day	Time	Location	CRN	Instructor
A	M	11:35	CB2104	30672	Riordan
Tutorial	M	10:35	CB2400	~	TAs
Tutorial	M	2:35	TB206	~	TAs

Tutorials: 1 hour/week REQUIRED. Can mix and match.

COURSE WEBSITE

cuLearn

PREREQUISITES:

Students must have third-year standing and must have achieved a minimum CGPA in the 7.0 range at the time of acceptance into the course.

The School of Business enforces all prerequisites. It is the student's responsibility to ensure that the prerequisite requirements are met. Failure to meet the prerequisites may result in your deregistration from this course at any time during the term.

CALENDAR COURSE DESCRIPTION

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

COURSE OBJECTIVES

This course will enumerate and 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 visualisation 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. An objective of this course is to enable the student to flourish in the team environment of the business case competition. While this objective is important, the knowledge and skills gained in this course can be leveraged to many other applications, both academic and professional.

TEXTS/RESOURCES (\$ cost in (parens) following title (except for #1) is amazon.ca price August 15 2016):

- 1) ***Effective Case Analysis: Techniques for Success in Case-based Learning and Examination***, Alan J. Richardson, Captus Press, 2013, ISBN: 978-1-55322-280-4 (\$23.75 at Haven Books)
- 2) ***Understanding Michael Porter: The Essential Guide to Competition and Strategy***, Joan Magretta, Harvard Business Press, ISBN: 978-1422160596 (\$25.71)
- 3) ***Problem Solving 101: A Simple Book for Smart People***, Ken Watanabe, Portfolio, ISBN: 978-1591842422 (\$23.95)
- 4) ***Strategic Intent***, Hamel, Gary, Harvard Business Press ISBN: 978-1422136546 (\$8.46)
- 5) ***Presentation Zen: Simple Ideas on Presentation Design and Delivery (2nd Edition)***, Garr Reynolds, New Riders, ISBN: 978-0321811981 (\$29.60)
- 6) ***The Art of Explanation***, Lee LeFever, Wiley, ISBN: 978-1118374580 (\$20.35)

Total cost: ~\$160.00 (less if you buy Kindle editions of those available in that format, but they can't be resold). This includes the purchase of five (5) cases for analysis and presentation as assignments. This cost must be paid to the school. Arrangements will be announced in class.

EVALUATION:

(I)ndividual 35% / (G)roup 65%

Component	Weight %
(G) Main Case (schedule TBA)	20
(G) Main Shadow Case (schedule TBA)	15
(G) Faceoff Cases X 2 (schedule TBA) (10% each)	20
(G) Super Case (schedule TBA)	10
(I) Strategy for in-class case (week 6 – Oct 31)	15
(I) Individual Presentations (2) (first and last class)	5
(I) Lightening presentation (week 7)	15
Total	100

In-class events, group and individual

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

- 1) Alert your team members to your absence as early as feasible
- 2) Alert instructor via email or text message 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. I 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, but it will be in the Dean's office...

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 instructor's records at the earliest possible time.

5) All group activities are Peer Evaluated. Your individual grade for group activities will be adjusted based on the results of the peer eval. You must evaluate yourself and your team members on a scale of 6-10. The average of the peer evals, expressed as a proportion (i.e., ranging from .6 to 1.0) will be used to weight your group grades. **Note that 65% of your grade is determined by group activities.**

Class Schedule – *NOTE December 9 is last class. This is a FRIDAY!

Date	Wk #	Tutorial	Notes	Due	Content
Se 12	1	Dance	1 min to news (no mark)		Lecture
Se 19	2	Intro PowerPoint	Survival skills	Receive Lightning book	Lecture
Se 26	3	Storytelling	What's a story?		Lecture
Oc 3	4	Structured Analytics & Case Research	Ninja stuff		Lecture
Oc 10	~	No Class	Thanksgiving		~
Oc 17	5	Implementation	Create a timeline		Lecture
Oc 24	~	No class	Reading Week		
Oc 31	6	Financials	The necessary ratios	Strategy due	Lecture
No 7	7	Lightning	Lightening	Lightening	Lightening
No 14	8	Body language / Choreography	How to look like you're relaxed; team placement		Cases
No 21	9	Visualisation	Excel graphics		Cases
No 28	10	Report Writing	What to include		Cases
De 5	11	Creative Thinking	How to be creative		Cases
*Fri De 9	12	Dance	2 min (5 marks)		Cases

For medical issues, **you must show the ORIGINAL medical certificate to your instructor, and provide a photocopy for administrative records.** For other rare circumstances, your instructor will decide *ad hoc* what constitutes reasonable and appropriate documentation.

Credit for BUSI 3800

In order to receive credit for BUSI 3800, you must meet the requirements for satisfactory in-term performance (as specified below).

The requirement for **satisfactory in-term performance** consists of the following criteria:

- 1) You must have been present for and have completed the individual presentation (dance)
- 2) You must have reimbursed the school for your lvey cases
- 3) You must have presented the Lightning Presentation
- 4) You must have returned the Lightning book(s) to me
- 5) You must have participated in at least four of the five team case and shadow assignments (participated means materially contributed to the analysis and solution AND participated in the presentation), regardless of health issues. You can be sick, but only once....

6) You must have completed the Peer Evaluation form (details in class)

Failure with No Deferral (FND)

Unsatisfactory in-term performance in this course will lead to a grade of F.

Please check the University's important dates & deadlines

(<http://calendar.carleton.ca/undergrad/undergraduniversity/academicyear/>) for information on this term's start and end dates, holidays and drop deadlines.

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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/>.

COURSE SHARING WEBSITES

A number of course sharing websites, such as *Course Hero*, have recently emerged which facilitate students in posting course material, including exams, for others to share freely. While I cannot prevent you from engaging in this activity, please let me remind you of the following:

Classroom teaching and learning activities, including lectures, discussions, presentations, etc., by both instructors and students, are **copy protected and remain the intellectual property (IP) of their respective author(s) and you may not record them on any media for any purpose without the written consent of the presenter(s)**. All course materials, including slide presentations in any format, outlines, online textbooks, lab materials, assignments and their documentation and anything else that happens around BUSI 3800 are also **protected by copyright and remain the intellectual property of their respective author(s)**. You are permitted to use them for *personal* study purposes only.

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're 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/support-services/>

Be in the know with what's happening at Sprott:

Follow @SprottStudents on Twitter and find us on Facebook at SprottStudents.

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. A calculator is *not* required for BUSI 2400.

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.

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

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.

The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the **December 2016 exam period is November 11, 2016.**

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.

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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 in 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:

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