

# GUIDE TO CASE ANALYSIS

The purpose of this assignment is to learn to reason well with available data. You are required to analyze the current situation for the case provided, determining what has led up to the point at which the case leaves you, then consider future actions.

Cases reflect real world managerial environment in that the information presented is often imprecise and ambiguous. There may be a number of feasible strategies that the manager or management group might adopt, each with somewhat different implications for the future of the organization and each involving different trade-offs.

## **Problem Statement**

The case analysis should begin with a very brief description of the background and key players in the scenario. This description provides a context for the problem. In the remaining paragraphs, you should describe the problem, trying to be precise and concise. Your description should include consequences/potential consequences of the problem and a statement to convince the reader why this problem is important, particularly from the perspective of the organization.

In addition to identifying the core problem in the case, you should also identify the primary issues that compound the problem. These issues generally reflect complicating factors that make it difficult to come up with an easy solution to the core problem, and provide the focus for the analysis to follow.

## **Analysis of Issues**

In this section, you should use information presented in the case and concepts and theories, you have studied during the course to understand why the problems and issues have developed and why they are important. The analysis of each issue should be developed to provide the necessary information to critically analyze the solutions or course of actions that were implemented by the managers.

### ***Some Helpful Hints:***

- Use concepts, theories, you have studied to provide a framework for your analysis and support for your conclusions.
- Take care to use terms/concepts appropriately and precisely.

Again, please rely heavily on the concepts, models and terminologies presented in the class. This will be important in grading your case analysis. If you do not explicitly state how you are applying this knowledge, I have no way of knowing how well you are learning it.

### ***Recommended Actions:***

Here you must be decisive. Your recommended actions will evolve out of your analysis of the issues in the case. You must decide what should have been done. Be very clear on why you have chosen this action. Justify your decision with facts from the case and concepts, models, and/or findings from the course. Defend your recommendations with sound analyses and reasoning that recognizes both the pros and cons of the alternatives you choose.

Case Write-ups should represent an in depth analysis. The most important thing to make clear is what concepts and models you are applying from the readings. The case write-up **MUST** cover the sections discussed above and conform to the following format:

- Length: 2-3 pages.
- Single space, using at least 1" margins all around.

### **Evaluation Criteria**

Application of Innovation and theories/concepts in analysis and in the recommendation sections

Depth of analysis

Organization/logic

Quality of writing

Conformity to case analysis guidelines

See the rubric below to give indication how this assignment will be assessed.

## Rubric for Case Analysis

Criterion	4 A-level qualities (90–100)	3 B-level qualities (80–89)	2 C-level qualities (70–79)	1 F-level qualities (below 70)	Score
<b>Completeness</b>	Complete in all respects; reflects all requirements	Complete in most respects; reflects most requirements	Incomplete in many respects; reflects few requirements	Incomplete in most respects; does not reflect requirements	
<b>Understanding</b>	Demonstrates a sophisticated understanding of the topic(s) and issue(s)	Demonstrates an accomplished understanding of the topic(s) and issue(s)	Demonstrates an acceptable understanding of the topic(s) and issue(s)	Demonstrates an inadequate understanding of the topic(s) and issue(s)	
<b>Analysis and application</b>	Presents an insightful and thorough analysis	Presents an effective analysis	Presents a superficial analysis	Presents an incomplete analysis	
	Makes appropriate and powerful connections between the case featured and the concepts studied in the class	Makes appropriate connections between the case featured and the concepts studied in the class	Makes appropriate but somewhat vague connections between the case featured and concepts studied in the class	Makes little or no connection between the case featured and the concepts studied in the class	
<b>Writing mechanics</b>	Writing demonstrates a sophisticated clarity, conciseness, and correctness; includes thorough details and relevant data and information; extremely well-organized	Writing is accomplished in terms of clarity and conciseness and contains only a few errors; includes sufficient details and relevant data and information; well-organized	Writing lacks clarity or conciseness and contains numerous errors; gives insufficient detail and relevant data and information; lacks organization	Writing is unfocused, rambling, or contains serious errors; lacks detail and relevant data and information; poorly organized	
<b>Total:</b>					