



Comm. 305 Case Studies

Instructor: L. Charles Scott, MAES, BA
Email: Charles.Scott@unbc.ca Tel: 250 960 0246 Office: 10-4578
Office Hours: As posted on Blackboard and at my office.

Information regarding the School of Business at UNBC can be found at: <http://www.unbc.ca/commerce>

Course Description:

This course develops critical skills in the development and analysis of business cases. The course includes the development of new cases, practical methodology for analysis and presentation of case studies in all areas of business.

The class focus less on lecture style and more on an interactive format to provide a forum whereby students can offer their own ideas regarding concepts covered in class and learn to support these ideas.

Course Objectives:

The objective of this course is to acquaint you with fundamental concepts of doing case studies. The emphasis is primarily upon describing and understanding research, analysis, presentations, writing and cross functional considerations. This course will provide you with the theoretical knowledge, practical skills and ability needed to effectively address business issues and recommend action. Your ability to apply this knowledge will determine whether or not you are a successful in a business environment.

Required Text: Cases and selected readings will be used in this course.

Course Assignments and Grade Weighting:

Assignment	Due Date	Grade Weight
Case development – 4 cases @ 10% each	Varies	40%
Major project development I	Oct. 22	10%
Major project development II	Nov. 19	10%
Major project final submission & presentation	Dec. 3	40%

Assignment Description:

Case Development

Students will form teams of approx. 3-4 members to review and develop cases. Four cases will be prepared and presented during the term, each valued at 10% of the overall grade.

A major project will be brought to the class. This project will be a firm or organisation that will be the basis for the students to consider in detail. A full analysis will be conducted, with the following components:

- I. **Problem statement.** An in-depth analysis of the issues that the firm faces, including all relevant background and required information upon which to base a decision. This corresponds to aspects A. and B. of the Long Cycle Process.
- II. **Options.** Corresponding to aspects C. and D. of the Long Cycle Process, students will explore alternatives available and the decision criteria that they will use in their assessment, giving reasons for this decision.
- III. **Final Submission & Presentation.** A full analysis, including all steps in the Long Cycle Process (Aspects A – G, missing information and assumptions) will be submitted and presented. Students should expect that representatives of the entity will be present for this stage, on the date provided.

Format:

Adherence to all academic standards and forms is expected. Of particular note are the use of the third person in all assignments; the proper citation of sources; inclusion of bibliographies; and the use of proper spelling and grammar. Marks will be deducted for deviation from those norms.

Due Dates / Late Assignments:

The paper is due at the beginning of class on the date indicated. No assignments are accepted after the due date.

Missing an Exam:

It is utterly essential that students attend the major paper presentation. A penalty will be assessed for missing classes when grade-eligible material is due..

Grading System:

Excellent	A+	90%-100%	Satisfactory	C+	67%-69.9%	Failure	F	0%-49.9%
	A	85%-85.9%		C	63%-66.9%			
	A-	80%-84.9%	Marginal	C-	60%-62.9%			
Good	B+	77%-79.9%		D+	57%-59.9%			
	B	73%-76.9%		D	53%-56.9%			
	B-	70%-72.9%		D-	50%-52.9%			

Course Schedule:

Date	Material Covered	Ch	Assignment
Sept. 10	Course introduction Case Analysis Method – overview		
Sept. 17	Critical Thinking / presentation skills Problem identification / analysis		
Sept. 24	Accounting (M Muir)		
Oct. 1	Proponent of major project – presentation		Case 1
Oct. 8			
Oct. 15			Case 2
Oct. 22			MPD I
Oct. 29			
Nov. 5			Case 3
Nov. 12			Case 4
Nov. 19			MPD II
Nov. 26			
Dec. 3	Major Project – submission and presentation		

Plagiarism and Academic Misconduct:

It is the student's responsibility to be aware of UNBC's Academic regulations, policies and procedures as described in the University calendar.

A definition of academic misconduct includes:

Cheating (using unauthorized material, information, or study aids in academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation and any and all other actions that may improperly affect the evaluation of a student's academic performance or achievement, assisting others in any act, submission of the same work for grades in two courses without permission of the instructor or attempts to engage in such acts.

The regulations on plagiarism apply to all material submitted for a grade: essays, exams, assignments, cases, presentations, quizzes, and practice sets. Any case of suspected academic misconduct will be reported to the campus registrar. If the student is found guilty of academic misconduct there are both grade penalties and disciplinary penalties. Before there is any intention (on your part) or suspicion (on the part of your instructor or your peers) of wrongdoing, please see the instructor to discuss any problems of this nature. If your paper closely resembles a paper from this class or any other class (either written by you or another student, in this semester or any other), this will be considered an infraction of the academic misconduct code.

Ethical Standards:

The following behaviors are considered unethical:

1. Telling the instructor that you "need" a certain grade.
2. Asking for extra assignments for the purpose of raising a grade.
3. Asking that the grade be raised because it is very close to the next higher grade.
4. Asking that the grade be raised because you did very well on one part of the course/grading scheme.
5. Asking for a higher grade because you don't like the grading scheme.
6. Asking to be allowed to turn in an assignment late - even a few minutes late - because of computer or printer problems or any other reason.
7. Asking to be treated better than other students by making an exception to the rules.
8. Asking for any other unfair advantage in grading.

Disability Services:

Any student in this course who, because of a disability, may need special academic accommodation are invited and encouraged to discuss this with me, or contact Disability Services.