

COMM 101: Business Fundamentals

Class 4: Agenda
Case Methodology

The Case Preparation stages

A) Identify Issues

B) Analysis

C) Alternative Generation

D) Decision Criteria

E) Alternative Assessment

F) Recommendation

G) Action & Implementation

H) Missing information and assumptions

see p36 onward in "Learning with Cases." Jim Erskine et al.

Alternative Assessment

- Several options available
- Focus here on Alternative analysis matrix
- Can do as unweighted or better still, weighted
- Focus on engaging team in discussing assumptions behind weightings and ratings

	Cost	Time	Risk	Ease
Alt 1				
Alt 2				
Alt 3				

The Major Purposes of Cases

Cases provide *a context* in which:

- Professors can introduce ***tools and concepts***
- Students can practice applying tools and concepts, and engage in critical thinking

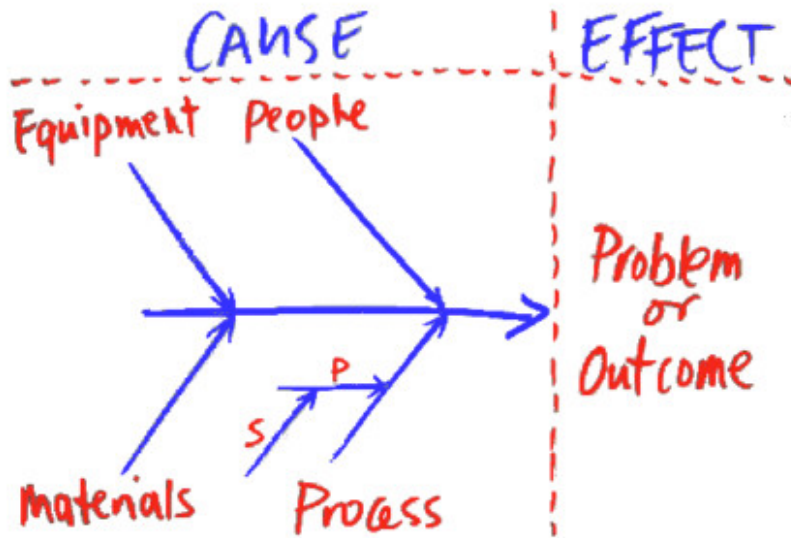
Remember that the key questions stay the same

“My analysis shows” beats “I think.”

A learning tool: not life or death. Spend time that is proportionate to your learning and the grade allocated.

LuluLemon case: urgency/ importance grid

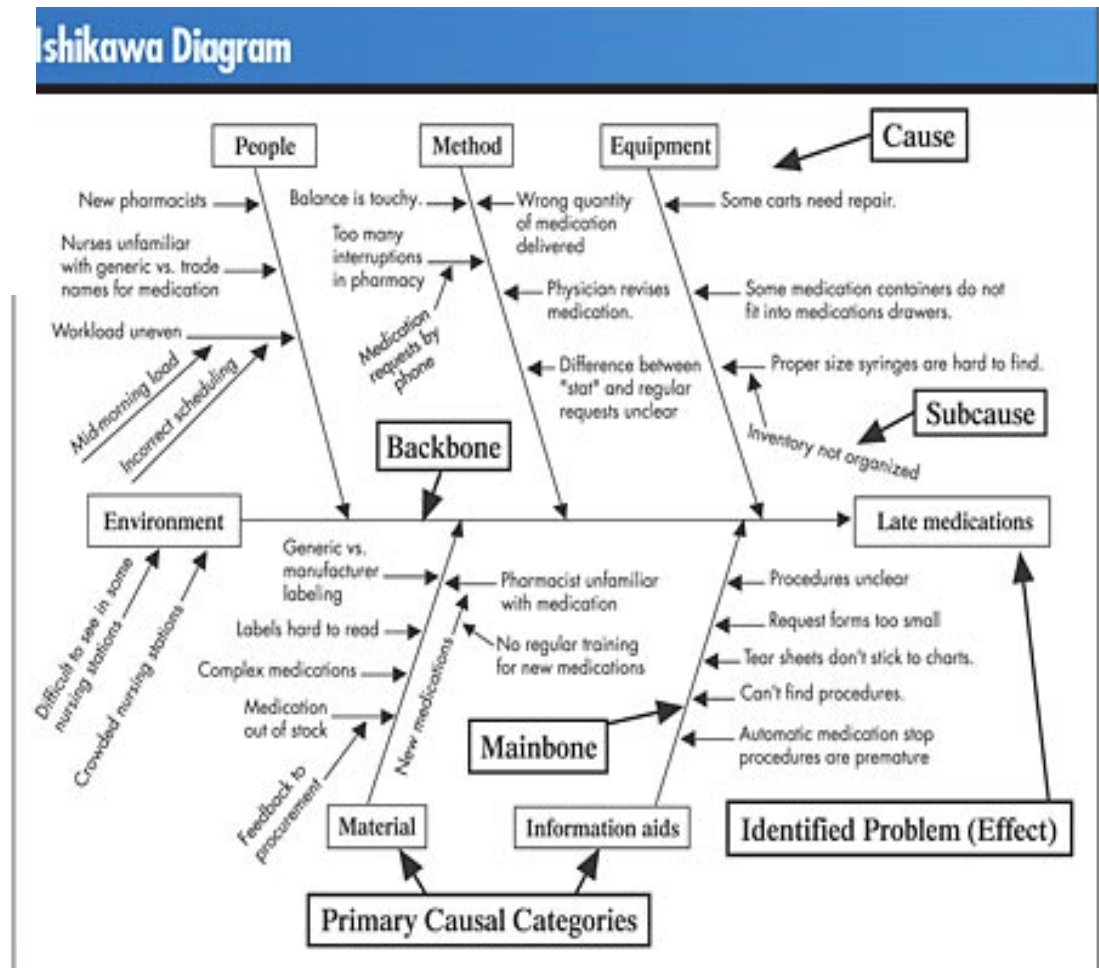
- Small groups, 5 minutes
- Share your issues highlighted in your case SWOT
- Organize by importance and urgency
- Answer the question on the worksheet



<http://www.businessballs.com/project.htm>

Worksheet 2

Try to organize them to show cause and effect (fishbone) and highlight underlying or primary issues



<http://ygraph.com/graphs/ishikawadiagram-20120105T012257-qb7ucut.jpeg>
http://en.wikipedia.org/wiki/Ishikawa_diagram

Dimensions and difficulty levels

Analytical: what is the task?

- Simpler case has task or issue identified.
- More challenging cases leave identification open for student to identify.

• **Conceptual:** what concepts should be used?

- Simpler cases may have a single, specified concept
- More challenging cases may require multiple (possibly unspecified) concepts to be tackled

• **Presentation:** the structure of the information

- Clear and complete or ambiguous and incomplete

Reflections & Takeaways

- Take a couple of minutes to write down the key things that you've learnt in this class.
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- -
- -
- -

Next steps

- Prep for c5 is posted
 - Segmentation, targeting, perceptual maps, positioning and value propositions
 - Reading and video
 - Online pre-class self-assessment on video
- Blogs – weekly posts are encouraged
- Tutorials: weekly per schedule
 - Will include tips on working in teams