

## MANA 7397 - 01 Selected Topics in Management

### Business Case Writing

Summer 2018 (June 4 – August 10)

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### **COURSE OBJECTIVES**

In this course you will learn how to develop a business case study from inception of the idea to the writing and completion of the final case study. In addition, you will also learn about writing a teaching note to accompany the business case. The final deliverables will be a business case and an associated teaching note for the case. It is expected that the case study will comprise about 8 pages plus exhibits and the teaching note will comprise 4-8 pages plus exhibits. Teams of up to 2 students will co-write the case and teaching note under the supervision of the instructor.

The business case can be based on a field study where you would identify and meet and interview executives in a firm. The meetings would typically comprise one to one and a half hours with one additional follow-up meeting as required. Another option for the case study is to use secondary data sources including company annual reports, industry reports, media and other sources to write the business case study. There is no specific requirement for size, type and industry for the specific firm to be studied. However, you must gain prior approval from the instructor. It is expected that we will cover a broad range of firms and industries. The specific topics and areas to be covered may include firm strategy, finance, marketing, supply chain, information systems and other functional areas within business management. *A key point is that the case study will be in your area of interest in terms of firm, industry and functional area.*

### **Specific topics covered during this course will include:**

1. What Is a Business Case Study?
3. Planning a Business Case Study
4. Researching a Business Case Study
5. Writing a Business Case Study
6. Introduction to Business Case Competitions

**Required textbook:** Writing cases (4th edition), M.R. Leenders, L.A. Mauffette-leenders, and J.A. Erskine. ISBN: 0-7714-2270-9

### **CLASS FORMAT**

This is an online/offline course. We will have a limited number of face-to-face classes/meetings with much of the follow-up meetings to be conducted via email and/or Webex. In addition, the instructor will visit companies to be interviewed with students. Further details will be provided on Blackboard.