

COMMERCE DEPARTMENT

Course Outline

Course Number: MEQ 128
Term: Winter 2004
Discipline: Commerce Enrichment
Course Credit: 2
Ponderation: 3-0-3
Prerequisite: ADM-913MS
Course Level: Upper
Objective code: 022R partial; 022S partial
INSTRUCTOR: Mark Haber
OFFICE: 350
TELEPHONE: Local 279, HOME 482-6758
OFFICE HOURS: As posted on office door

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COURSE TITLE: COMMERCE ENRICHMENT: BUSINESS CASE STUDIES

TEXT: - Handouts as provided by the instructor
- Compilation of Cases from the Richard Ivey School of Business, University of Western Ontario
(Printed by Eastman, available at the Concordia bookstore)

COURSE DESCRIPTION:

The objective of this course is to provide the student with a thorough understanding of how to analyze business cases, and how to effectively present their analysis. Emphasis will be placed on both written and oral presentation of case analysis and recommendations.

COURSE OBJECTIVES:

During the semester, students will do the following:

1. Explore and analyze issues using information from a variety of sources, some of which will be in French.
2. Compare and contrast major concepts, theories, approaches and points of view.
3. Critically evaluate at least one scholarly article.
4. Make independent use of appropriate information technology.
5. Research and analyze information.
6. Apply concepts, theories or approaches to cases, situations or concrete problems
7. Organize and write a "substantial assignment" and to evaluate its strengths and weaknesses.

8. Establish significant links between material studied, the concepts, theories and approaches used and the Social Science disciplines.

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Business Case Studies
(2)

LEARNING ACTIVITIES:

The objectives will be accomplished through assigning cases requiring that students devise and carry out work plans that involve:

- Selecting relevant subject specific knowledge and concepts;
- Applying subject-specific knowledge and concepts in relevant ways;
- Conducting appropriate research
- Preparing and presenting results in formal academic written and oral forms (and other forms)

METHODOLOGY:

The teacher will: lecture, animate in-class case analysis and discussion, and meet with students to mentor learning activities.

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|---------------------------|------------------------------------|---------------|-----|
| <u>EVALUATION:</u> | (1) Case Presentation and write-up | Write-up | 15% |
| | | Presentation | 10% |
| | (2) Case Rebuttal and write-up | Write-up | 15% |
| | | Rebuttal | 5% |
| | (3) Executive Summaries | 2 x 7.5 marks | 15% |
| (4) Final Exam | Written Case | 20% | |
| (5) Participation | | <u>20%</u> | |
| | | 100% | |

(1) Students will work in teams and make group power point presentations (max 20 minutes) of case solutions. **Hard copy of visuals are to be provided at time of presentation** If using power point the format should allow for space to make comments (3 slide format is good) The team will as well submit a typed report (Maximum 5-7 double-spaced pages, not including exhibits)

- Presentation (what you say, how you say it, and how you respond) will comprise an individual mark out of 10%. A mark out of 15% for the paper will be in common.

(2) Everybody is expected to have read all the assigned cases prior to class so that everyone is capable of making a positive contribution. However, one group other than the presenters will also prepare a typed report (Maximum 5-7 double-spaced pages, not including exhibits) prior to class and will have the prime responsibility for rebuttal

of each case, along with the instructor. Rebuttal will comprise an individual mark out of 5%. A mark out of 15% for the paper will be in common.

(3) Each student will submit two (2) one-page, typed executive summaries of selected cases. Submissions will be divided equally between the first and second halves of the course (1 from 1st 4 cases / 1 from 2nd 4 cases). A student may not submit an executive summary of his/her own group presentation or rebuttal case. Executive Summaries will not be accepted late as they will already have been discussed in class.

(4) Each student will write a short notice case individually as a measure of his individual competence in case analysis.

- The cases demonstrate the students' ability to meet objectives 1, 2, 3, 4, 5, 6, 7, 8

(5) Participation consists of involvement in the rebuttal of in-class cases, involvement in the classroom process, & effort made on group work. It demonstrates an ability to meet objectives 1, 2, 3, 4, 5, 6, 8