Case Analysis Guidelines

BPL 5100 and MGT 4880

# Goals

* Identify and diagnose issues related to interactions among multiple functional areas of organizations
* Apply strategic management techniques to generate recommendations for strategic issues
* Practice and polish your written communication skills in terms of professionalism and clarity

# Content

Case analyses can take different formats. In my course the assignment’s goal is to apply course tools and frameworks to the case to enhance your critical thinking skills and reinforce course concepts.

* To that end, the **BPL 5100** faculty members created prompts to guide you through the case analyses. The syllabus contains the different prompts for each case on pages 4 and 5.
* The prompts for **MGT 4880** are posted on Bb for each case

# Format

This assignment is a formal writing assignment of no longer than 2 pages single-spaced (plus appendices and references) using Word or similar application.

Formal writing assignments:

* utilize headings and subheadings
* use paragraphs
* are written clearly and professionally
* avoid contractions, slang and jargon
* use appropriate fonts
* include page numbers for ease of use
* use tables and figures only when it adds to the report

Hint: Use tables and charts to present longitudinal and/or comparative data in a succinct, informative manner. Just remember to refer to them in the text. For example: *Chart 1 contains performance data for MNE XYZ and its 3 closest competitors over the last 5 years. Note that in 2007, the year of the crisis sales for most of the competitors declined.*

# Effective Paragraph in Business Writing

Your case analysis should contain at least one paragraph per prompt.

* 4 to 5 sentences developing one topic
* Topic sentence is usually the first sentence of the paragraph
  + May be a definition
  + State a point of view that can be supported with facts
* 3 sentences with evidence (detailed information) support the topic sentence
  + Evidence is the raw data that a writer analyzes in order to draw a conclusion[[1]](#footnote-1)
  + Evidence can be quantitative (such as measurements, calculations or statistics)
  + Or qualitative (such as passages of text, images, and descriptions of direct observation of, for example, human behavior)
* May finish with a concluding sentence or claim, especially if the paragraph is long

1. https://blogs.baruch.cuny.edu/writingcenter/files/2018/08/workshop\_evidence-analysis-and-claims\_2018.pdf [↑](#footnote-ref-1)