

Written Paper and Presentation Instructions

1. Team Project

You will be required to participate as a team member in a team. Each team will pick one different case and do a case analysis by following the steps given in the Guide to Case Analysis (on CANVAS). Your assignments include a written strategic proposal of case analyses and planning. ***There is no discussion assignments in the exam weeks, and the time is booked to your team project on the case study.***

It is important that you link your analysis back to the material we have covered in class. You must demonstrate that you analyze and evaluate the case from Strategic Management Perspective.

2.1 Written Strategic Proposal of Case Analysis and Planning: Your group will prepare a written strategic proposal of case analysis and planning for the business your team choose to analyze. All cases are available in the textbook, and you must choose one tradition case (case 9- case 30).

You will need to apply the frameworks and theories discussed in this class to first analyze the case, then evaluate, criticize, and formulate strategic alternatives to improve the current situation/operations of the firm. I will be evaluating you on your ability of applying our course concepts to analyze, synthesize, and evaluate a firm's business operation, as well as your ability of providing strategic alternatives.

In your written paper, you want to include:

1. Introduction of the background and history of the firm
2. Description and analysis of current situation
 - a. Mission statement
 - b. Issues of social responsibility and business ethics faced by the firm.
3. External and Internal analysis (The domestic/global/competitive/political environment and market)
 - a. External analysis:
 - Remote and operating environmental analysis
 - Industry and competitive analysis
 - b. Internal analysis
 - Use internal analytical tools we learn from this class (SWOT, VCA, RBV, 3-circla analysis, and financial analysis) analyzing current competitive situation of this firm
 - The managerial board and CEO, their backgrounds and career experience. Analyze strength and weakness of competences of the firm.
 - Analyze/evaluate strategic focus or strategic directions changed after the current managerial board is taking control.
4. Evaluation
 - Evaluate current corporate and business strategies of the firm

- Evaluate current performance including important figures including market share, sales revenue, profits, financial ratios etc.
 - Evaluate whether or not the current strategies are following the firm's mission statement or strategic objectives.
5. Establish long-term vs. short-term objectives of your strategic plan.
 6. Formulate strategic alternatives of Corporate/Business/Grand strategies.
 7. Conclusion

For the written project, you must demonstrate a deep insight into how and why this firm has the current situation (succeeded or failed) from the **perspective of strategic management**. You must use the concepts/terms/vocabulary from this course. You are not expected to only introduce the firm and its history, current status etc., or focus purely on describing daily functional practices of the firm without analytical and critical thinking. Please note, you are not re-writing a case, but formulating an alternative strategic plan basing on your analysis and evaluations. The concepts, analysis and evaluation tools appeared in your proposal must be relevant to this class.

I do not have a specific requirement for the number of pages as long as you believe you are providing a thorough and comprehensive case study. Two pages of a report is obvious too shallow. 100 pages of report means redundant unless you believe it is necessary. The written report must be **single-spaced** on standard-sized format (8.5" x 11"). You must use Times New Roman font. 10-12 font size is required. **10% deduction will be given on the paper that does not follow the format requirements** The printed written report is due by **May 7th, 2020** in class. An electronic copy of the written report and the PowerPoint presentation is due the same day in drop box at CANVAS.

2.2 Presentation of Case: You and your team will have an opportunity to present one case and lead the discussion.

Your group will have up to 50 minutes to present your case analysis **and lead a discussion**. As part of your presentation you will need to figure out a way to provide the class with relevant or extra information and engage them in a discussion of the issues you want debated (e.g., questions or topics that relate to the theories covered in class and in the textbook). I will also be evaluating you on your presentation organization (agenda, clear flow, good time management), style (good interaction between team members, relatively equal participation), and the extent to which you make the presentation interesting, informative, and engaging (audience engagement is highly recommended). A rubric of oral presentation assessment will be given on CANVAS.