

## About ADMN 417

## Assignment Tips and Requirements

Each of the three assignments for *ADMN 417* is a case analysis. Before you begin, make sure that you have read the "Note on Case Analysis" (below)—it outlines what a case analysis is and how it should be conducted. Do not use sources other than the case studies and the textbook to complete the assignments.

All three assignments are individual assignments and must be completed without assistance from others.

### Formatting Requirements for Case Analysis Assignments

Font	12-pt Times New Roman
Margins	1-inch all around
Length	<b>Maximum</b> 1500 words (excluding exhibits)

***Each deviation from these requirements will be penalized 5 marks.***

### Grading Criteria

#### **Presentation – 35 marks**

Quality of executive summary (10 marks)  
 Use of tables, figures, and appendices (10 marks)  
 Flow of written material (5 marks)  
 Language usage and clarity (5 marks)  
 Grammar and punctuation (5 marks)

#### **Substance – 65 marks**

Identification of the core problem (10 marks)  
 Identification of the underlying causes (15 marks)  
 Analytical depth and rigour (15 marks)  
 Discussion of viable alternatives (15 marks)  
 Choice and defense of recommendation (10 marks)

### Note on Case Analysis



Note on Case Analysis.pdf

**Right-click on the PDF icon to open or save the file to your computer.**

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### Maximizing your Mark

- To maximize the mark you receive on your case analysis report, ensure that it includes the sections listed below. Use a bold heading to identify each section in your paper. The approximate number of words recommended for each section is shown below in brackets.
  - **Executive summary** (200 words): provides a coherent overview of the document it attempts to summarize. The executive summary, which should be written *after* completing other sections of the case analysis report, must contain a brief statement of the core problem, pertinent details, and the recommendation.

- **Problem statement** (50 words): identifies the core problem or issue facing the decision-maker. What is she or he trying to solve? Do not confuse the problem with its underlying causes. Likewise, do not "change" the problem. For example, if the problem is deciding whether a firm should enter Mexico via a joint venture, do not argue that China would be an ideal country for the firm to enter.
  - **Analysis** (600 words): identifies the underlying causes of the core problem. It should provide a well-balanced and detailed analysis of the situation by examining all relevant factors. Remember that unless you correctly identify the causes of a problem, it will be difficult to find a solution that "really" solves the problem!
  - **Discussion of alternatives** (400 words): includes two feasible and mutually exclusive alternatives that can be utilized to solve the core problem. Do not discuss alternatives that the decision-maker has rejected or about which she or he is not enthusiastic. Discuss all important advantages and disadvantages of each alternative briefly.
  - **Recommendation** (250 words): explicitly identifies your recommendation. Ensure that it is specific and feasible, and briefly explain your rationale for advocating a particular recommendation. Make sure as well that your recommendation is consistent with the rest of your report. Check to see if you have really addressed the core problem!
- Make sure to stay within the time frame of the case study. If the case study ends in 2000, your analysis should assume it is the year 2000.
  - Write from the perspective of the decision maker in the case study.
  - Create exhibits (charts, tables, diagrams, etc.) to support your analysis of the case study and highlight the conclusions to be drawn from the exhibits in the body of your report.
  - Do not present the two alternatives in a table format, and avoid extensive use of bullet points.
  - Your report should be analytic rather than descriptive. Do not simply repeat the case facts and exhibits of the case study in your report. Use them to justify your analysis and emphasize the points you are making.
  - You must follow APA style for citations and referencing. The [OWL at Purdue](#) website provides an overview of the American Psychological Association (APA) formatting and style guide.
  - Read your report carefully to check for punctuation, spelling, and grammatical errors before submitting it for grading.