GEB 4995 Case Study Assignment

Instructions: Analyze a business case study about a given company. [Please note that the case is provided to the students by the faculty member]. Due to the varying complexities of each individual case study, there is no length requirement.

Focus: Examine all issues with the company, exhibit understanding of business’ data, and offer a solution with evidential support and logical reasoning.

Development: Provide readers with detailed background information on the company, demonstrate the ability to define core issues, explore all aspects of every issue, and develop a logical basis for addressing issues and explain how the solution will function effectively. Students must develop tables and graphs to support their analysis.

Organization: The sections of the case study should be organized as follows:

Identification of Issues: This section should describe the managerial, financial, marketing, legal, ethical, economic, international, and social responsibility/sustainability issues relevant to the case. The section should also include an executive summary that provides an overview of the key issues and problems that are central to the case.

Stakeholder Perspectives: This section should identify the key stakeholders in the case, and describe and evaluate their differing perspectives and interests.

Connections to Theoretical and Empirical Research: This section should describe the ways in which theoretical and empirical research are related and can be applied to the central issues and problems in the case.

Analysis and Evaluation: This section should present an analysis of the central issues and problems in the case. This analysis should be informed by relevant theory and empirical data and should lead to a set of conclusions that are supported by appropriate evidence.

Action Plans: This section should present plans of action for dealing with the central issues and problems in the case. These action plans should flow from the previous analysis and evaluation and should be appropriately justified.

Evaluation of Consequences: This section should provide a description and analysis of the expected results from implementing the proposed plans of action as previously specified.


References: A reference page and in-text citations are required. Use all company financial data to support overview of company’s background and current, relevant issues. This paper will be formatted in a case study format; however, the in-text citations and the reference page will conform to APA, 6th edition, guidelines.

Style: All material should be written in third person. The tone of a case study should be strictly professional, and should not use a conversational tone. The sequence should be logical. Use college level vocabulary. Be precise and do not use emotional language, such as “I feel.” Stay away from slang and clichés, such as “think outside the box”. The tone should be impactful.
**Editing:** The fastest way to lose an audience is to commit grammar or spelling errors. Proofread at least three times and ask someone else to read the case study aloud, and, then, have her/him explain, in their own words, the message that is being conveyed. This is the most effective way to locate errors. Do not submit the first draft of anything, ever. The five most common errors are comma splices, run-ons, subject-verb agreement, word choice, and verb contractions. Run spell check, but do not solely rely on this tool to find errors. Triple check the document.