

# **GEB3523: Business Case Analysis, Section 8413**

Wednesday, 5-6 periods

## **Instructors**

M. Sean Limon, Ph.D. 233L Bryan Hall 352-273-3214 <a href="mailto:sean.limon@warrington.ufl.edu">sean.limon@warrington.ufl.edu</a> Tuesday, 9:00am-10:00am; and by appointment	Mr. Horace Tucker 333 Heavener Hall 352-273-0150 <a href="mailto:horace.tucker@warrington.ufl.edu">horace.tucker@warrington.ufl.edu</a> Office hours: Monday, 1:30-2:30 pm, and by appointment	Dr. John Banko 306 Stuzin Hall 352-392-6395 <a href="mailto:john.banko@warrington.ufl.edu">john.banko@warrington.ufl.edu</a> Office hours: By appointment
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## **Required Readings**

McKinsey, D. (2014). *Strategic Storytelling: How to Create Persuasive Business Presentations*. South Carolina: CreateSpace.

## **Course Objectives/Goals**

“The essence of strategy is choosing what not to do.” – Michael Porter, 1996

“Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.” - Sun Tzu

This course is designed to introduce you to case studies in business and to prepare you for participating in national and international case competitions. Through this course you will gain valuable communications, teamwork, and analytical skills that are transferable to any situation.

In this course you will learn:

- The fundamentals of business cases
- How to break down and analyze a business case
- How to develop and support a business strategy
- Fundamentals of group presentations
- How to become involved in case competitions

## **Methodology**

In this course you will be presented with information by the primary course instructors as well as instructors brought in to present specific information necessary to successfully analyzing and presenting a case. After each major learning unit your group will be required to produce and present an assignment demonstrating your use of the information provided in the class. Each team will be assigned a case from past case competitions, which will be used in their assignments and final presentation.

## Methods of Evaluation/Grading

Assignment	Points	Score
<u>Case Presentations</u>		
First 24hr. Case	15	
First 3hr. Case	15	
Second 24hr. Case	15	
Second 3hr. Case-Final	15	
<u>Exercises/Quizzes</u>		
PowerPoint Test	10	
Strategic Storytelling Quiz	15	
<u>Peer Assessments</u>		
3X Peer Assessments	5pts. each	
Total	100	

**A=100%-93%, A-=92%-90%, B+=89%-87%, B=86%-82%, B-=81%-80%, C+=79%-77%, C=76%-72%, C-=71%-70%, D+=69%-66%, D=65%-63%, D-=62%-60%, E=59% and below.**

### ADA Statement

The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should 1) Register with and provide documentation to Disability Resources (<http://www.dso.ufl.edu/drp/>), and 2) Bring a letter to the instructor from this office indicating that you need academic accommodations. Please do this within the first week of class.

### Class Expectations

#### Attendance

This is a lecture/participation based class. It is crucial that you are at every class meeting. Students are expected to be punctual in class attendance and remain in the classroom for the entire class session, as they would in any business appointment, unless an urgent need arises or prior arrangements have been made with the instructor. ***You will have one excused absence for the term. Every absence beyond that will result in a full grade deduction per absence in your final grade. Two tardy attendances will result in one absence.***

**FAILURE TO ATTEND AND PARTICIPATE IN ANY GROUP PRESENTATION WILL RESULT IN A FAILING GRADE.**

#### Participation

Students are expected to arrive for class prepared to meet classroom obligations and to devote full attention and commitment to the work of that class. Classroom discussion is an important part of the pedagogy of this course. Students in the course should be fully prepared to engage in class discussion, and they should use the opportunity to develop positive and professional communication skills. This includes according respect for differing perspectives and

contributions to discussion, as well as building on the base for discussion laid by student colleagues and the instructor.

### Electronic Devices

Laptops and other electronic devices should be used with discretion and only as permitted by the instructor for work directly related to the class session. Emailing, accessing the internet, and working on matters unrelated to the work at hand are inappropriate behaviors because they are disrespectful and distracting to the class and to the instructor. In the rare but urgent situation, the student should advise the instructor in advance of a pending phone call or message. **Turn off your cell phone before class begins.**

### Team Work and Individual Work

Working in the context of groups and teams is an important managerial skill that is fostered in business programs. Students should treat their responsibilities to team appointments and team work as they would treat professional business obligations. Learning in the context of groups and teams also involves academic integrity. Team members are jointly responsible for the academic honesty and integrity of team work. They are obliged to participate in the work and learning process of the team so that they do not take academic credit for projects and assignments to which they have not made a fair and proportionate contribution.

### Participation in Case Competitions

This class is designed to prepare you to attend domestic and international case competitions, and you should only be in this course if you are prepared to attend one of these competitions. However, the opportunities to attend the competitions vary from year to year and are dependent on the College being invited to attend each competition. Your participation in this course does not guarantee you will be offered, or selected, for the opportunity to attend a competition.

**GEB 3523 Course Schedule**

<b>Date</b>	<b>Session Topic</b>	<b>Coaching</b>	<b>Remarks</b>
<b>August 24</b>	Class overview, case competition overview, video, team structure	Dr. Limon/Horace Tucker/Dr. Banko/Vets	-Teams assigned -Case assigned
<b>August 31</b>	Team Presentations	Horace Tucker/Dr. Banko/Vets	
<b>September 07</b>	Quiz, Key Questions, Core Competencies, Analysis (SWOT/Porter's 5 Forces), Problem Solving Process	Dr. Limon/Horace Tucker/Dr. Banko/Vets	-Quiz on Strategic Storytelling
<b>September 14</b>	Topics from Sep 07 continued	Dr. Limon/Horace Tucker/Dr. Banko/Vets	-SWOT/Porter's 5 Forces Presentations
<b>September 21</b>	Formulating Strategy/Decision Criteria	Vets	
<b>September 28</b>	Financials/Analytics	Dr. Banko	
<b>October 05</b>	Structure	Dr. Limon	
<b>October 12</b>	PowerPoint Workshop/Issue Case	Mary Polidan	-Bring laptops
<b>October 19</b>	PowerPoint Test Delivery	Dr. Limon	-Bring laptops
<b>**Oct. 22 – case release/Oct. 23 - present</b>	24 hour case	All Instructors and Vets	Graded
<b>October 26</b>	24 hour case feedback, Review	Dr. Limon/Horace Tucker/Dr. Banko/Vets	-Due: self/peer evaluations -new team assignments and issue case
<b>November 02</b>	3-hour case presentations (15 min/10 min) - 3 teams	Dr. Limon/Horace Tucker/Dr. Banko/Vets	-Case Presentations (Graded)
<b>November 09</b>	3- hour case presentations (15 min/10 min) – 4 teams  Free Agency Opened	Dr. Limon/Horace Tucker/Dr. Banko/Vets	-Case Presentations (Graded) -Due: self/peer evaluations -new team assignments
<b>November 16</b>	Meetings with coaches and vets for feedback.  Free Agency Deadline- Teams submitted (11:45am)	Dr. Limon/Horace Tucker/Dr. Banko	-Due: self/peer evaluations -issue case for Nov 30 and Dec 07
<b>November 23</b>	No class - Thanksgiving		

<b>November 30</b>	24-hour case presentation (10 min/10 min) – 3 teams	Dr. Limon/Horace Tucker/Dr. Banko/Vets	-Case Presentations (Graded)
<b>December 07</b>	24-hour case presentation (10 min/10 min) – 4 teams	Dr. Limon/Horace Tucker/Dr. Banko/Vets	-Case Presentations (Graded) -Due: Self/peer evaluations
<b>**December 08 (Reading day)</b>	3-hour case finals- real time case presentations (All teams)	Dr. Limon/Horace Tucker/Dr. Banko/Vets	-Case Presentations -Due: Self/peer evaluations