Peking University HSBC Business School

MGT 581
Business Case Analysis
Module 1, 2015-2016

Course Information

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Classes:
Lectures: Tue 1:30-3:20
Venue: PHBS Building, Room 335

Course Website:
cms.phbs.pku.edu.cn – Please locate our class and make sure you are able to receive notices.

1. Course Description

1.1 Context

Course overview:
This course is designed to provide students the necessary skills to (1) communicate complex business recommendations in an effective way, (2) successfully go through the interview process with consulting firms, and (3) compete in international case competitions. This course will provide students with the opportunity to work on the application of the skills they have learned through their major coursework. In class we will extend the students' knowledge by working on analysis, argument formation, and presentation skills.

With a broad application for students' future careers, this class will provide a safe environment to work on the ability to process large amounts of information and discern what is key for the organization. Due to the work requirements of this class it will be held over a whole semester and will take place once every two weeks for four hours at a time.

Prerequisites:
Students must be in their second year and must be approved for the course by the instructor.

1.2 Textbooks and Reading Materials

Required:
None

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	Yes
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

2.2 Course specific objectives

1. The ability to develop integrative solutions to complex business challenges
2. The development of presentation skills including oral and software based skills
3. The ability to differentiate what is being presented from other potential options
4. The cultivation of international skills/recognition/awareness

2.3 Assessment/Grading Details

1: Presentations	60%
2: Participation	40%
3: Personal Growth	40%

Classes will consist of discussion related to the development of key analysis and presentation skills as well as active presentations in order to build experience. Cases will be presented throughout class and teams will be rotated so that you are exposed to different working styles. This course is a highly collaborative class that will require a large amount of interaction. That being said, the class will also require a fair amount of individual work as you must build your personal knowledge at the same time.

1: Presentations (60%):
The main focus of this class is around the presentation of your recommendations from the given cases. You will be expected to provide highly professional presentations that are able to

convey complex ideas in a concise and clear way. Case presentations will last for 20 minutes each and will be graded based on the following rubric:

Presentation -Overall quality of presentation, Professional appearance, Team interaction, Q&A	10%
Strategic Analysis -Analysis of the firm and the industry, Understanding of future trends	20%
Strategic Planning and Recommendations -A minimum of two alternatives, a best solution (or solutions) that achieves the firm's goals while dealing with environmental risks	50%
Innovativeness -The solution(s) shows creativity while being feasible	20%

2: Participation:
Due to the nature of this class it is important for you to be at class and be involved in our discussions. Students must come prepared for class and be ready to discuss the topics and cases. You will be expected to ask questions, provide critical (but respectful) feedback, and work collaboratively with your classmates to promote learning for all of us.

3: Personal Growth:
It is important for you to have an understanding of your own weaknesses and strengths as you go through this class and your career. You also need to have an understanding of what tools are available to you. During this class you will keep a journal of what you are learning that will be turned in during each week. These will focus on what you are struggling with, what you have learned, and what you can change for the future.

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

This is a general guide for this draft of the syllabus. An updated schedule will be given on the first day of class.

Class 1+2	Introduction to the Class	
Class 3+4	Case 1	General Tools/Frameworks
Class 5+6	Case 2	Analysis
Class 7+8	Case 3	Presentation Skills
Class 9+10	Case 4	The Short Case
Class 11+12	Case 5	Consulting Interviews
Class 13+14	Case 6	Team Processes
Class 15+16	Case 7	Competition Style
Class 17+18	Debrief/Future	Team Selections