

ERA109 International Case Studies Analysis

5 ECTS

Objectives – Course description

The Case Studies Analysis course will help the student to analyse real Business case studies. Knowing how to analyse a case will help the student to address virtually any business problem. A case study helps students learn by immersing them in a real-world business scenario where they can act as problem-solvers and decision-makers. The cases present facts about a particular organization. Students are asked to analyse the case by focusing on the most important facts and using this information to determine the opportunities and problems facing that organization. Students are then asked to identify alternative courses of action to deal with the problems they identify.

- A case study analysis must not merely summarize the case. It should identify key issues and problems, outline and assess alternative courses of action, and draw appropriate conclusions. The case study analysis can be broken down into the following steps:

1. Identify the most important facts surrounding the case, using the main strategic concepts taught in the Strategic Management course.
2. Identify the key issue or issues.
3. Specify alternative courses of action.
4. Evaluate each course of action.
5. Recommend the best course of action.

Learning content

The following 5 case studies from INSEAD Business School will be analysed (1 every 2 weeks):

- Park24
- Tesla
- Fashion Forward Dubai
- Marvel
- Nintendo Switch
- Amazon

Learning Outcome

By the end of this module, the students must be able to:

- Work in groups to analyse case studies, apply strategic concepts and present orally several strategic case studies
- Show the ability to put the strategic concepts into practice.

- Be able to deliver an analysis in written and/or orally of all the cases.

Methodology

The course will be organised as such: one week on site, one week remotely (via Microsoft Teams).

- Case studies available on the online platform
- A lot of interaction with the students is required as many concrete examples are given to support the theoretical concepts, which will lead to discussions.
- Regular oral group presentations of the case studies
- Regular written analysis

Required Reading and Learning Materials

- Strategic case studies from different companies and sectors.
- Articles from Harvard Business review

Learning material

Insead Business case studies

Harvard Business Review articles

Evaluation

- Group work 40% of the total grade
 - a) Group written presentations
 - b) Group written analysis
 - c) Group oral presentations
- Individual work: 60%
 - a) answering individual questions about the Business cases
 - b) individual written tests
 - c) individual oral presentations
 - d) interaction with others and the teacher during the classes

Continuous Assessment

TOTAL: 100%