

Fiche de cours 2026-2027

Code UE ERA109	Nom de l'UE Business Case Studies Analysis	Bloc 1	Niveau CEC 6
Responsable(s)			
Enseignant(s) Silvia PAYAN GARCIA			
Crédits ECTS 5.0	Quadrimestre 1	Obligatoire Oui	
Catégories compétences			
Prérequis N/A			
Co-requis N/A			
Est prérequis de N/A			

Langue Anglais

Compétences visées du référentiel

Acquis d'apprentissage intermédiaires et/ou spécifiques (Objectifs) The Case Studies Analysis course will help the students to analyse real Business cases in preparation of the International NIBS CASE Competition and the TU Dublin International Case Bootcamp. 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 Business consultants.
For this, a Word template and oral guidelines will be provided to help the students understanding what the expectations are when writing a case analysis (1500 words) as well as a PPT template + written guidelines on how to defend orally strategic business solutions in front of a " Business client".
Even though submitted business cases have been written for academic purposes, data given reflects a potential business reality.

Learning Outcomes

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 and/or by written several International Business case studies
- Show the ability to put the strategic concepts into practice
- Be able to deliver a professional analysis in written and/or orally of all the cases
- Be able to simulate the role of a Business Consultant defending a business solution to a client facing an unsolved business challenge
- Be able to make financial assumptions even when no/little financial data is given in the case
- **Group/Individual work 40% of the total grade**
 - a) Group written analysis
 - b) Group oral presentations
 - C) Individual interaction in class (the grade will vary based on the personal interaction in class, understanding the cases & expected outcome, great presentation skills,etc.)

• **Exam 60% : 2.5 hours (case reading and preparation) + about 3,5 hours oral group presentation & PPT submission (20 minutes + 10 minutes Q&A from the jury)**

TOTAL:100%

Bonus (+2 points in the final grade) to : 1) Local EPHEC/ International EPHEC students who will participate at the NIBS qualification

2) EPHEC students/International students acting as "buddies" in the class ensuring everyone is part of the EPHEC TEAM.

- Contenu**
- Case 1: Marlfield House Hotel, Academic Case (TU Dublin, 2025)
 - Case 2 : Hatley : overcoming growth challenges for global expansion, (Ivey Publishing,2025)
 - Case 3 : Tesla versus Byd : China's Electric vehicle contest (University of Virginia, Darden Business Publishing, 2024)
 - Case 4: Goelia : Going Global (Ivey Publishing, 2025)
 - Case 5 : Saudi Arabia transforming The Tourism Experience (Ivey Publishing, 2025)
 - Case 6 : Chop Value Growing a circular Franchise (Ivey Publishing, 2024)

Based on certain criteria (speed, understanding,etc), the teacher might change the order here above,

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replace a case or add a case

For each case, a written analysis report of 1500 words and/or an oral ppt presentation will be requested. (Tasks will be organized in groups of 5). Throughout the NIBS selection of candidates, the 4 selected students will be put together to create a group dynamic and be better prepared for the TU Dublin Bootcamp (oral presentation) and Qualifying Round (written report of 1500 words during 8 hours)

Méthode d'enseignement Teaching and Learning Methods
The course will be organised as such:

- Case studies available on the online platform will have to be read, analysed in a group, presented in a group and debated in class. The work will, therefore focuses on written analysis (group) and oral group presentations (group and individual)
- 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.
- Bi-weekly oral group presentations of the case studies in class : no notes during oral presentations, no internet access allowed, no mobile phones allowed
- Weekly written analysis (1500 words) in class, no internet access allowed
- Requires reading of the given cases and understanding the learning materials from Strategy Management course before each class.

Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

Forme	Description
Autres	Cases are submitted by the Teacher through the TEAMS online class created
Autres	Articles/Videos posted on the Teams Group
Notes prises en classe	Students will also have to take notes in class to pass the exam

Supports de cours complémentaires

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

Forme	Description
Autres	Powerpoints/Documents will be posted on Teams/Moodle. Notes will have to be taken as explanations are given in class
Support de présentation	A PPT template is submitted during the 1st class to prepare the students for the group oral cases presentations. A Word template is submitted during the second class to prepare the students for the written analysis report.
Autres	The teacher is making an oral simulation of a case analysis and presents it during the 1st day in class to show the students what they are expected to do for the exam. During the second session, the teacher will do the written analysis with the class and present a written template to further use it for each written group work

Modalités d'évaluation générales

%	Période	Nature
40	Evaluation permanente du premier quadrimestre	Epreuve écrite et/ou orale
60	Evaluation de fin de premier quadrimestre	Epreuve orale

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
Néant		

Modalités d'évaluation de seconde session

%	Période	Nature
100	Evaluation de seconde session	Epreuve écrite et/ou orale

Commentaires concernant les évaluations Permanent evaluation (40%) : Group and individual grades for each case (6 cases in total)
Exam : 60% will consist of an oral group presentation of a given company's case (20 minutes + 10 minutes Q&A : 30 min in total/each group).
The resit will consist of an oral case analysis presentation and/or a written case analysis report of 1500 words of a given company case not seen in class.
Attendance and interaction in each class are mandatory.