1. Define the issues or problems presented in the case 2. Identify theoretical foundation contributing to the problem and possible solution 3. Discuss options for responding to the issue. The action plan should be as specific (time, cost, and other issues) as possible 4. Make a recommendation(s)/alternatives and support recommendation(s)/alternatives for possibly solving the case study issue or problem.

My general policy while grading your assignments will include:

1. Following directions - On each case study, and assignment, I have provided you with you specific questions. Your solutions to the questions for each case will be relevant to the extent that you have accurately understood the gravity of the problems as it relates to the functioning of global operations.

I highly recommend you take the approach of ‘turning the question’ into the beginning of your answer when you are writing your answers to case questions. In other words, if the question is, “What are the key issues in this case?”, you should consider beginning your answer with the words “The key issues in this case are” (or include, etc.). This may seem simplistic, but it is very effective for keeping your answered focused on the question being asked. Lack of focus and ‘drifting’ into answer a question not asked can cost you a lot of points regardless of the brilliance of your analysis!

Make sure you write in memo style, address it to the assigned recipients, and start off with your recommendation early in the memo so that the busy executive can glean the key points.

1. Analysis - Have you identified the key issues in the case and are appropriate theories and concepts applied in the analysis of these issues? Is your interpretation supported by facts from the case? Is your argument logical?

Please restrict your attention to the data and timeframe provided in the case. In general, you do NOT need to conduct additional research to get the latest data. Stick to the fact provided in the case, and make reasonable assumptions (and state them) if the information is not complete (in the real world, managers also make decisions with incomplete information all the time) if necessary. Throughout your analysis, however, your goal should always be to show that you understand the case and accepted management principles, and that you can apply the theories and concepts to the situation.

3) Clarity - Is the writing clear and concise? Is there a statement of your recommendations at the start and a summary of your justifications at the end? Is there a logical flow to the argument against the questions that I have provided?

4) Presentation - Are there errors in spelling, typing, grammar, or punctuation? Is the memo professional in appearance?

To access the case questions and to submit your assignments, follow the link through the learning module.

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