

### Case Analysis Paper Format

Each case analysis paper submitted should include five sections:

1. What is the **key problem or challenge** facing the firm that you will try to resolve
2. Your **external analysis** (the industry and economic environment)
3. Your **internal analysis** (the firm's internal resources and capabilities)
4. Two **mutually exclusive** alternatives that solve the problem
5. Your **recommended chosen alternative course of action and justification** for the alternative you have chosen

A guideline for case analysis is provided separate to this syllabus will be available on the first day Blackboard is opened. Case analysis can be no longer than two- to two-and-a-half pages (single-sided, single spaced, 12-point Times New Roman, 1" margins throughout). **Use the five headings above (those in bold!) for your case submissions.** Up to two additional Appendix pages can be used for supporting information, references, tables or figures. Each case should be submitted to SafeAssign on Blackboard **and should be submitted in WORD.** Please note that I want you to only refer to the case when completing a case analysis and write-up. **Do NOT use any other external references for ANY case analysis.**

**Note that the five case analysis write-ups will comprise a total of almost 40% of your course grade. Please consult the Grading Rubric for Case Analysis appended to this syllabus – Appendix A in the Syllabus.**